



Office of the City Manager

July 16, 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 June 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: June 2015

Noteworthy Updates	
<p>During the month of June, 8,795 calls were handled by 2-1-1 Resource Specialists and 14,669 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 30% were single-headed households with minor children, and 45% 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 June they received 18,657 pageviews from 5,986 sessions/visitors.</p>	
<p>This report marks the end of Fiscal Year 2014-15. Eden I&R staff and board are extremely proud of another successful year providing the critical 2-1-1 service to Alameda County. Over the past 12 months, 2-1-1 Resource Specialists handled 105,142 total calls, nearly 1,100 more than last fiscal year. These callers received 168,506 housing and service referrals, which represents a 4% increase in the number of referrals provided in FY2013-14. The agency's online resource directory was also heavily used throughout the year, receiving 399,275 pageviews from 93,900 sessions/visitors.</p>	
<p>The Executive Director and Director of Information Technology actively participated in the Office of Emergency Service's disaster drill this month. The drill focused on a major earthquake, and the primary participants were city representatives. As always the drill was highly informative and offered a perfect opportunity to promote 2-1-1's role in a disaster (e.g., to divert non-life threatening calls away from 911), to practice drill-related tasks at the agency (e.g., exchange information between the Emergency Operations Center (EOC) and Eden I&R's Information Management dept.; activate the agency's generator), and to network with drill participants within the EOC.</p>	
<p>Eden I&R was a lucky participant in June in KKIQ's Morning Breakfast broadcast. Barbara Bernstein gave a brief interview that was broadcast live, informing listeners about 2-1-1 Alameda County. The radio station provided coffee and breakfast treats for our staff and volunteers. Eden I&R thanks KKIQ for the opportunity!</p>	
<p>Eden I&R was pleased to welcome John Sterns, our new Development/Marketing Officer, this month. John has 15 years' experience in development and marketing. He has worked with social service organizations, health care programs, universities and foundations. Prior to joining Eden I&R, John worked as a development and marketing consultant for nonprofits and small businesses in the Bay Area. John has hit the ground running, having submitted several grant proposals and reports, and attending a number of outreach events. We are thrilled to have him on our team!</p>	

Call Information	
Call Examples	<p>~ A Berkeley resident in transitional housing called because she had concerns about the behavior of one of her children. The child had been talking about inappropriate touch and appeared disturbed according to the parent. The child had also recently begun playing with a lighter, which was of concern to the parent. 2-1-1 referred the caller to Children's Hospital in Oakland and Alameda County Behavioral Health Care Services for mental health evaluation and treatment. 2-1-1 asked and was informed by the caller that the family has CalWorks and Medi-Cal. The caller informed 2-1-1 that her spouse received SSDI.</p>
	<p>~ An Albany resident called on behalf of a family member who had cancer and who needed help with rent. 2-1-1 provided referrals to the Rental Assistance Program (SOS) at ECHO Housing.</p>
	<p>~ A Hayward resident called on behalf of her son who was deaf, requesting assistance with housing. She had previously called 2-1-1 and had received a referral to The Society of St. Vincent de Paul's Emergency Assistance Program. She thanked 2-1-1 because they had referred her son to a local Parish that was able to assist with motel vouchers. 2-1-1 referred the caller to Satellite Affordable Housing and an apartment and room shared in Oakland. 2-1-1 also provided her a referral to DCARA-Deaf Counseling Advocacy and Referral Agency for advocacy support and additional support services for the deaf.</p>
	<p>~ A Castro Valley resident called because she had been served with a 90-day notice to move. The caller had recently had surgery and was in recovery and not in the best possible health to undertake moving. The caller was referred to ECHO Housing for landlord/tenant mediation and Bay Area Legal Aid for housing related legal assistance.</p>
	<p>~ A Dublin resident called in search of housing that she could afford. She was referred to Shepherd's Gate for transitional housing; to Leahy Square Apartments in Livermore; and to an apartment on Foothill Blvd in San Leandro.</p>
	<p>~ An Emeryville resident called for assistance related to domestic violence. The victim had four children and three were minors. She was referred to the Alameda County's District Attorney's Family Violence Law Center for wraparound services for domestic violence victims.</p>

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Call Examples	<p>~ A person from North Carolina called seeking emergency food resources for a friend that lived in Fremont. The caller was provided referrals to Tri-City Volunteers, New Life Christian Church, New Birth Christian Ministry Center, Salvation Army, and the Viola Blythe Community Service Center of Newark.</p>
	<p>~ A San Leandro resident called seeking emergency food, a skilled nursing facility and in-home hospice care. The caller was referred to Bethel Community Presbyterian Church, Davis Street Family Resource Center and Alameda County Community Food Bank for emergency food; to the Alameda Health Systems and the Oakland Healthcare and Wellness Center for skilled nursing; and to Pathways Home Health for home hospice.</p>
	<p>~ A Livermore resident called on behalf of her son who had been in prison for ten years and was now on probation in Southern California. The caller was concerned about her son who had been diagnosed with schizophrenia as a child and needed to be reevaluated as an adult. She informed 2-1-1 that because her son suffered from acute paranoia, he was unable to live in a transitional housing facility which was very challenging financially because he had no income, was not employed and needed resources. Since 2-1-1 Alameda County offers Alameda County based referrals, 2-1-1 checked with the caller to see whether she preferred the numbers to Southern CA 2-1-1 systems for her son. However, the caller said she wanted Alameda County resources. The caller was referred to Alameda County Behavioral Health Care Services for central intake and assessment for psychiatric services; Building Opportunities for Self Sufficiency and Urojas Community Services which assist with halfway housing for the mentally ill; to the Social Security Administration to apply for SSI; and to Healthy Oakland Healthy Communities, Inc. and The Timelist Group for support services for offenders.</p>
	<p>~ A Newark resident called because she was in need of shelter for herself and her infant child. She informed 2-1-1 that she had been living with her mother but was put out of the home because her boyfriend had a registered gun and had shot at people from her mother's home during a drive by shooting while they had been living there. Her boyfriend had been charged with attempted murder. In addition, her brother who was on probation, had been arrested, even though he was not involved, as per the caller. The caller was receiving SSI on account of being disabled. She was currently living in the car with her baby. 2-1-1 referred the caller to Compass Family Services for homeless support, to the Alameda County District Attorney's Office for crime witness support, and to Building a Solid Foundation for emergency shelter.</p>
	<p>~ An Oakland resident called on behalf of her neighbor who was in a mental facility and who wanted to be released. The caller informed 2-1-1 that the neighbor's son, who was the neighbor's conservator, did not want the father released. 2-1-1 provided the caller with a referral to the Mental Health Association of Alameda County for patient rights assistance.</p>
	<p>~ A Piedmont resident called requesting community service referrals for her teen son. The caller was provided referrals for her son to the Alameda County Sheriff's Office for community service work programs, to the Telegraph Community Center for volunteer opportunities; and to The Society of St. Vincent de Paul of Alameda County and the Davis Street Family Resource Center to volunteer.</p>
	<p>~ A Pleasanton resident called because she and her children were homeless and needed housing assistance. She had been evicted by her in-laws and had moved in with her mother and stepfather, but had left the home because her stepfather had been abusing her since she was a teen. The caller and her children were sleeping in her car. She was a victim of domestic violence and was HIV/AIDS positive. The caller was encouraged to contact her worker at the AIDS Project of the East Bay to apply for Shelter Plus Care; she was referred to A Safe Place for shelter, and to the Family Violence Law Center for supportive services for domestic violence victims.</p>
	<p>~ An Alameda resident called because her dog had been injured and she needed assistance with locating veterinary services. The caller was referred to the East Bay SPCA.</p>
	<p>~ A Union City resident called because he was looking for sober living homes. The caller was referred to Tranquility House Alternatives, Life House Recovery Homes, Inc., Praise Fellowship Residential Sober Living Environment and Ricardo Manor.</p>

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Caller Feedback	~ "I'm calling to say that the Resource Specialist went above and beyond and I appreciate it. I just want to thank you guys again for all your help, all that you guys do. You have really been God's gift. Everybody that works in your office is so helpful; especially this employee when I called and I spoke with her. She was really professional and she really helped me. Thank you so much."
	~ "I am leaving feedback for your staff. I appreciate her services and she really helped me a lot. I will be calling 2-1-1 again. Thank you."
	~ "I just talked to one of your 2-1-1 operators, and she was very kind. She listened to my problem and gave me some numbers for building safety in San Leandro, and also for ECHO Housing. She deserves recognition for doing a good job. I thank her, and I thank you too."
Staff Inservice Training Sessions	~ Eden I&R Database Training on Parent Surveys and Shelter Plus Care
	~Alameda County District Attorney's Family Justice Center In-Service Presentation
	~Superior Court, Self Help & Family Law Facilitator In-service Presentation
	~ Eden I&R All Staff Meeting

Resource Information And Technology Updates	
Services Database	~ One (1) new agency was added in the services database this month.
	~ The services database contains 1,158 agencies and 2,948 programs.
	~ The process of updating the 498 Non-Directory agencies is completed.
Housing Database	~ 792 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 ; www.211alamedacounty.org ; and www.alamedaco.info . This month the Online Services Directory received 18,657 pageviews from 5,986 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in June: Free Summer Lunch Program, KKIQ radio comes to Eden I&R, How to join Alameda County Health Department's CBO Preparedness and Response Network, and how to order Eden I&R's Big Blue Book.
Technology	~ Conducted internal training of staff on the Big Blue Book and customized directories.
	~ Trained new staff on the databases and applications that they will be using in their new positions.
	~ Produced a refined set of data for the pilot Alameda County Public Health and Human Services Data Portal project.

Outreach/Public Information Activities	
Meetings	~ The Deputy Director and 2-1-1 Program Manager participated in a webinar hosted by our sister 2-1-1 in Los Angeles. The webinar discussed the pilot project in which 2-1-1 Alameda County was part of through the end of June. The project was designed to refer families with children aged 0-3 who had called 2-1-1 for assistance for an early developmental screening for their kids. 2-1-1 Alameda County exceeded the goal number of referrals set by 2-1-1 LA. We are hopeful that based on the rich data gleaned from the pilot and the effectiveness of 2-1-1 conducting such "in-reach" to our callers, the project will be extended beyond the pilot phase.
	~ The Deputy Director and the Development/Marketing Officer attended a joint meeting of the Human Services Commissions of Dublin, Livermore and Pleasanton. Eden I&R gave a brief overview of some of the successes of 2-1-1 from fiscal year 2015 and thanked the members of the three commissions for their ongoing support of 2-1-1 since its inception in Alameda County.
	~ The Executive Director participated in the monthly Bay Area 2-1-1 Partnership meeting whereby several local counties meet and discuss current I&R issues as well as share recommendations for best practices and possible challenge solutions (e.g., Alameda County/Eden I&R reported on a statewide project that we are participating in related to reaching out to families who have called 2-1-1 who may have developmentally challenged young children).
	~ The agency's management team met several times to discuss and submit a Concept Paper to Alameda County Healthcare Services Agency about the ways in which Eden I&R/211 could enhance its services to that county department, and the county as a whole (primarily focusing on data gathering, management and public access).

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<p align="center">Meetings</p>	<p>~ The Executive Director, Deputy Director, and the Director of Information Technology met again with representatives of Urban Strategies and First Five regarding the open data-related pilot project which ended this month. This project was very staff intensive (and had no supportive funding for our agency at this time) but did result in a BETA test indicating the ways in which our three agencies (plus others) could share and manage data for the purposes of one countywide I&R database/API. Efforts are ongoing to secure the funding necessary to move forward on this enhancement of open data, plus sustainable funding to keep this substantial amount of data updated (e.g., in as close to "real time" as possible). This is just one example of projects that Eden I&R is following related to the "open sourcing" of I&R data locally, regionally, statewide and nationally.</p>
	<p>~ The agency's management team met and produced Reentry Bidder's Forms that were submitted to the county's Probation Department regarding a variety of projects that Eden I&R/2-1-1 could (and in some cases already) provide to the reentry population and their advocates.</p>
	<p>~ As part of the agency's new AC Transit Marketing project a representative from Minnesota visited Eden I&R to examine the ways in which 2-1-1 operates, especially in relation to the data gathering, management and distribution of transportation information.</p>
	<p>~ The Executive Director participated in the Alameda County Volunteer Organizations Active in Disasters (VOAD) Executive Committee meeting whereby a discussion was held about the Ollie Arnold Community Award. The Award ceremony will take place in the fall and Barbara will reach out to Ollie's family for a representative(s) to be present.</p>
	<p>~ The management team, plus many other staff members, participated in the annual updating of the agency's Disaster Manual. This was accomplished in conjunction with Collaborating Agencies Responding to Disasters (CARD) and the San Francisco Foundation.</p>
	<p>~ As the Communication Chair of the statewide California Alliance of Information and Referral Services (CAIRS) Board, the Executive Director edited and produced the quarterly statewide CAIRS Newsletter this month featuring such articles as: the national AIRS Conference overview, EITC successes, statewide 2-1-1 coverage updates, 2-1-1 LA Developmental Screening & Care Coordination project. Also, the Executive Director participated in the quarterly CAIRS Board meeting during which discussions focused on county updates (successes/challenges statewide & a sharing of resources and recommendations) as well as preparations for the statewide CAIRS Conference in LA.</p>
	<p>~ The Deputy Director and 2-1-1 Program Manager led a series of refresher trainings for staff to meet the requirements of the Medi-Cal Administrative Activities (MAA) program. All staff involved in the program at Eden I&R had to have been re-trained prior to July 1.</p>
<p align="center">Fairs/Events/and Outreach</p>	<p>~ The Deputy Director and Development/Marketing Officer attended the E.C. Reems Community Services 6th Annual Job and Health Fair. They spoke with participants about 2-1-1, housing resources and the Big Blue Book.</p>
	<p>~ Supervisor Nate Miley's office invited Eden I&R to make a 2-1-1 presentation in Spanish for a parent's group at Colonial Acres School in the unincorporated area of Cherryland. One of Eden I&R's Bilingual Resource Specialists gave the presentation which Supervisor Miley's staffer described as, "outstanding and very informative."</p>
	<p>~ The 2-1-1 Program Manager made a 2-1-1 presentation at the Harriet Tubman Terrace in Berkeley.</p>
	<p>~ The Director of Information Technology tabled at the Livermore Health and Safety Fair. He shared information about Eden I&R's role in a disaster, including 2-1-1 as a lead County communication system in such an incident.</p>
	<p>~ The Housing Coordinator attended a meeting with the East Bay Housing Organization (EBHO) on June 24, 2015. The focus of this meeting was to discuss opportunities to increase the city of Oakland's Affordable Housing Trust Fund through advocating for taxes on properties such as Airbnb and Condo Conversions.</p>
	<p>~ On June 11, 2015, the Housing Coordinator attended the Tri-Valley Housing Scholarship Program committee meeting. Housing scholarships were approved for two new families.</p>
	<p>~ Staff also tabled at Alameda County Children's Disaster Annex in Dublin; Four Seasons of Health Fair in Fremont; Pleasanton Health Fair; and City of Hayward Community Engagement Open House. 2-1-1 materials were also sent to Oakland Downtown YMCA and YMCA East Bay West Oakland.</p>

Alameda County Summary By City

6/1/2015 Through 6/30/2015; 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	194	101	93	67	40	10	57	29	17	334
Albany	18	6	12	6	5	1	5	2	0	57
Berkeley	455	194	261	147	83	33	114	61	40	803
Castro Valley	90	55	35	41	20	12	29	18	9	166
Dublin	45	32	13	24	10	2	22	9	6	79
Emeryville	41	27	14	22	10	9	13	4	3	104
Fremont	368	220	148	149	56	30	119	83	42	638
Hayward	1100	653	447	459	176	81	377	254	148	2070
Livermore	171	102	69	75	31	17	58	41	25	317
Newark	90	59	31	44	23	10	34	24	18	172
Oakland	4256	2059	2197	1392	662	305	1087	691	434	7603
Pleasanton	90	55	35	42	17	10	32	22	9	162
San Leandro	514	293	221	207	87	36	171	93	63	1041
San Lorenzo	49	28	21	23	10	5	18	16	12	123
Union City	132	95	37	68	22	13	55	38	23	245
Other	1176	189	987	144	72	36	108	63	36	745
Grand Total:	8795	4168	4627	2910	1324	610	2299	1448	885	14669

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 6/30/2015; 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	2371	1254	1117	619	272	139	480	261	172	4598
Albany	241	89	152	48	21	11	37	20	9	525
Berkeley	6209	2599	3610	1121	560	279	842	408	274	10610
Castro Valley	1133	608	525	326	135	73	253	137	80	2126
Dublin	528	271	257	167	61	35	132	75	48	992
Emeryville	508	264	244	144	57	36	108	57	39	1005
Fremont	4154	2251	1903	1149	409	273	876	547	299	7219
Hayward	12511	6834	5677	3350	1216	678	2671	1769	1018	23187
Livermore	1572	790	782	484	173	98	386	255	140	2979
Newark	1112	604	508	324	119	62	262	170	95	2014
Oakland	49668	21697	27971	10187	4211	2337	7849	4951	3233	87270
Piedmont	58	2	56	2	0	0	2	1	1	78
Pleasanton	716	362	354	238	88	56	182	114	58	1361
San Leandro	6073	3454	2619	1644	631	338	1306	783	469	11966
San Lorenzo	809	534	275	270	89	59	211	147	73	1608
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	1505	968	537	520	168	96	424	294	162	2794
Other	15972	1794	14178	1209	476	309	900	448	273	8171
Grand Total:	105142	44376	60766	21803	8686	4879	16922	10437	6443	168506

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