


Office of the City Manager

April 14, 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 March 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: March 2015

Noteworthy Updates	
<p>During the month of March, 9,088 calls were handled by 2-1-1 Resource Specialists and 14,769 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 29% 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 March they received 18,302 pageviews from 5,544 sessions/visitors.</p>	
<p>On March 26, the American Red Cross (ARC) convened a Multi-Agency Service Collaborative at its office in downtown Oakland. The collaborative was in response to two apartment building fires that had occurred during the prior few days that had left a large number of individuals and families homeless. Eden I&R was one of the agencies invited by the ARC to attend since residence fires are but one of the many personal disasters that 2-1-1 responds to on a daily basis. Eden I&R's Deputy Director represented the agency at the event. She talked to many of those displaced by the fires and provided information on 2-1-1 and the services and housing referrals available. Other agencies in attendance included the Alameda County Community Food Bank, the Salvation Army, and the Tzu Chi Foundation. Eden I&R will continue to be available to respond to such events in the future with the ARC, and will be exploring expanded ways in which we might be able to serve those in need, including bringing a mobile 2-1-1 database to the events.</p>	
<p>2-1-1 was mentioned in Dear Abby this month in over 1,200 newspapers nationally. The great news is that more people who need assistance, including Alameda County residents and employees, now know about the 3-digit number, 2-1-1, to call 24/7. Here is the text of the letter written to the columnist by one of our sister 2-1-1 call centers as well as Dear Abby's response:</p> <p>DEAR ABBY: We are writing in response to the question you printed on Jan. 13 about where to find affordable counseling. Your suggestions were helpful, but we want to share another one:</p> <p>2-1-1 is an easy-to-remember telephone number that, where available, connects people to information about critical, free or low-cost health and human services in their community. 2-1-1 reaches about 270 million people (90 percent of the U.S. population), covering all 50 states, the District of Columbia, Puerto Rico and Canada. It is a free, confidential resource.</p> <p>Similar to dialing 9-1-1 for emergencies, calling 2-1-1 helps people seeking training, employment, food pantries, shelter, assistance for aging parents, addiction prevention programs for teens, affordable housing options and support groups. It provides a one-stop service for community referrals.</p> <p>Abby, won't you share this information with your readers? Everyone knows someone who needs help. 2-1-1 is there for them. -- STAFF OF 2-1-1, ORANGE COUNTY, CALIF.</p> <p>DEAR STAFF: I'm pleased to pass along this important resource, which serves such a large portion of the population. Thank you for taking the time to offer it to my readers.</p>	

Call Information	
Call Examples	~ The Bay View Rehabilitation Agency in Alameda called 2-1-1 for shelter space for a single female patient who was homeless. As there were no Alameda County beds available, 2-1-1 provided referrals to Contra Costa Crisis Center and San Francisco HELPLINK.
	~ A Dublin mother called seeking assistance with rent and deposit for her son who has a disability and has SSI. She was referred to Season of Sharing.
	~ The California School for the Deaf in Fremont called on behalf of a foster youth student who was about to graduate and homeless. 2-1-1 provided referrals to Covenant House and Alameda Family Services for youth shelters, and Second Chance Inc. for emergency shelter.
	~ The Hayward Community School called for information on clinics that accept Medi-Cal on behalf of one of its students who was having behavioral problems and possibly suffering from mental health issues. 2-1-1 provided referrals to the ACCESS Program of Alameda County Behavioral Health Care Services for a mental health evaluation and treatment, and also to its Crisis Response Program.
	~ A man informed 2-1-1 that he was temporarily in Oakland because his child had been admitted for surgery at Oakland Children's Hospital. He was looking for shelter/transitional housing. 2-1-1 asked and was informed that the family had Medi-Cal and CalFresh and that he had also applied for SSI and that the SSI application was pending. His wife had to return to their home in southern California, but he had remained in Oakland to be near his child. He was referred to The East Oakland Community Project and the Alpha Omega Foundation.
	~ A San Leandro resident called for housing assistance. Her father had passed away and her younger siblings had continued living in her father's home, but they had failed to pay property tax and now owed almost \$50,000. The home had gone into foreclosure. 2-1-1 referred her to the Home Ownership Preservation Fund to assist the family with homelessness prevention.

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Caller Feedback	~ "I am a public counselor in Oakland, and I am looking for Section 8 housing for a client of mine, who is elderly, disabled, and bed ridden. Your employee was extremely helpful, courteous and pleasant. I cannot read lips over the phone, and she repeated all the information again, which was so thoughtful. I would like to commend your employee for excellent customer service. Thank you very much." ~ "I give a very high rating scale for the way your staff communicate."
Testimonials	~ "We appreciate 2-1-1's partnership as an active member of the Emergency Manager's Association as well as their active participation in the annual countywide drills whenever EOCs are activated and when applicable." --Genevieve Pastor-Cohen, President, Alameda County Emergency Managers Association ~ "2-1-1 is an invaluable tool for the success of community paramedics in Alameda. We view 2-1-1 as one of our most important partnerships to promote health and wellness to our community." --Mike DeWindt, Firefighter, City of Alameda
Staff Inservice Training Sessions	~ 2-1-1 Review of Caller Intakes, Medi-Cal Administrative Activities (MAA), CalFresh and California Emerging Technology Fund (CETF) ~ Urojas Transitional Housing In-Service Presentation ~ No Butts California Smoker's Hotline In-Service Presentation ~ 2-1-1 Staff Review of AC Transit and MAA

Resource Information And Technology Updates	
Services Database	~ Two new agencies were added to the services database this month. ~ The services database contains 1,156 agencies and 2,935 programs. ~ The process of updating the 506 Non-Directory agencies continues. So far, we have updated 226 agencies. ~ The Easter Egg Hunt Events were updated in the services database.
Housing Database	~ 59 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 18,302 pageviews from 5,544 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in March: Get Connected to Low-cost Internet Access and Computer Equipment; Assistance With Tax Preparation; Deadline Extended to Purchase Health Insurance Through Covered California; Ready, Set, Recycle! Win Prizes While Learning About Food Scrap Recycling; Employer Forum-Learn About the Benefits of Hiring the Formerly Incarcerated; 2-1-1 San Diego's 10th Anniversary; Make a Difference for Pleasanton Day.
Technology	~ An overview training session on SharePoint was provided. The purpose of the meeting was to better familiarize management staff with SharePoint and also discuss how best to utilize SharePoint for internal collaboration purposes. ~ Work on the Alameda County Open Referral Pilot was launched in partnership with Urban Strategies Council and First Five of Alameda County. The goal of the pilot is to determine the feasibility of Eden I&R sharing its data with other organizations within the county and to provide central data management services. The project will be completed in two phases. An MOU has been signed for the first phase and work is well underway. ~ The client database was updated to reflect the 2015 HUD Guidelines for income limits. ~ Technical assistance was provided to 2-1-1 Ohio and 2-1-1 Indiana with regard to receiving calls from cell phones. IT staff advised these 2-1-1 networks of the process 2-1-1 Alameda County established at its inception which was to work directly with all five cell phone providers to set up call routing based on physical location of the cell phone and the cell tower to which it is connected rather than routing cell calls through a toll-free number.

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Outreach/Public Information Activities	
Meetings	~ The Executive Director, as the statewide communication's chair of the California Alliance of Information and Referral Systems (CAIRS), attended its annual Board retreat at Asilomar. Primary discussion items included: ways in which CAIRS and 2-1-1 CA can better coordinate best practices and partnerships; progress related to statewide data cohesion and exchanges; the focus and workshops for the annual CAIRS conference in LA; the installation of a new Board member representing people living with disabilities and seniors; sustainability and financial discussions; and much more.
	~ The Executive Director arranged for representatives from Cal OES Region IX to visit Eden I&R's 2-1-1 communication system. A statewide and local 2-1-1 update was exchanged so that the Cal OES reps fully understand the breadth of responsibilities that 2-1-1 centers undertake before, during, and after personal, local, regional and statewide disasters.
	~ The Executive Director attended two Bay Area Regional 2-1-1 meetings. Hot topics included Code For America and Open Referral projects; healthcare data for local hospitals; 2-1-1 CA and board nominations; the CAIRS retreat; and much more.
	~ As an active member of 2-1-1 CA, the Eden I&R Executive Director was asked to be a member of the Nominating Committee that recommends new 2-1-1 CA Board members. After several meetings, a slate of nominees was recommended to the full 2-1-1 CA membership and all three Board nominees were selected.
	~ The Executive Director attended the monthly Emergency Manager's Association meeting held at the Oakland Airport. The featured topic was an after-action report related to the earthquake drill held a few months earlier. Eden I&R was an active participant at both the drill, and made recommendations of what went well, and suggestions for what could be done more successfully.
	~ The Executive Director attended the quarterly Workforce Investment Board meeting at which David Harkess, Eden I&R's financial program officer, was honored for his 30 years of service with the county.
	~ The Executive and Deputy Directors and the 2-1-1 Program Manager hosted a group of firefighters from the City of Alameda. The five firefighters are involved in a pilot Community Paramedics project designed to connect people they help with appropriate services. There will be a focus on assistance for individuals after they are discharged from the hospital. The group was given a tour of our office and 2-1-1 call center followed by a meeting to discuss how Eden I&R might play a role in the pilot project.
	~ The Deputy Director attended the quarterly Alameda County Workforce Investment Board Program Operators meeting to provide an update on 2-1-1 and the ways in which it provides employment-related assistance.
	~ The Deputy Director attended a roundtable meeting at the San Francisco Department of Emergency Management on the topic of Improving Geriatric Resilience in a Disaster in the Bay Area. Several agencies from around the Bay Area were represented and the discussion centered on how these various agencies currently serve seniors, the specialized needs seniors face during and after a disaster, and how we might collaborate in the future to create an improved disaster safety net for seniors. The Deputy Director gave a presentation on 2-1-1 Alameda County.
	~ Eden I&R/2-1-1 has been invited by the Alameda County Area Agency on Aging to participate in the Business Acumen Learning Collaborative which is funded through the Administration for Community Living, John A. Hartford Foundation, and the SCAN foundation. The Alameda County collaborative has been chosen as one of 11 sites across the country that will receive specialized training and technical assistance. This month, the Deputy Director participated in the first national conference call for this effort.
	~ The Deputy Director and IT Director attended a meeting of the Alameda County Transportation Commission's Paratransit Advisory and Planning Committee, along with an AC Transit staff member, to provide an update on marketing efforts to encourage people to access 2-1-1 for the full range of transit, paratransit, and community-based services available in Alameda County.
	~ The Deputy Director represented Eden I&R/2-1-1 at a Multi-Agency Service Collaborative held at the American Red Cross office in downtown Oakland to assist a large number of individuals and families left homeless by two recent apartment building fires. She talked to many of those displaced by the fires and provided information on 2-1-1 and the services and housing referrals available.
~ The Deputy Director attended the Board of Supervisors' Budget Workgroup. Steven Bliss, Director of Strategic Communications from the California Budget and Policy Center, gave a presentation on the state budget perspective and economic outlook followed by an Alameda County budget update provided by Kai Mander, Principal Analyst with the county. Much valuable information was shared including the fact that despite both the state and county's recovery from the economic recession of a few years ago, income inequality continues to grow; that despite a reduction in the county's unemployment rate many people are receiving less real wages than they had previously and many others have dropped out of the workforce altogether due to difficulty finding work; and a great demand still exists in Alameda County for critical safety net services.	

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Meetings	~ Maribel Marin, 2-1-1 LA's Executive Director, visited Eden I&R's 2-1-1 communication center. Ms. Marin's 2-1-1 operation is one of the largest in the country, providing enhanced services that could be provided in Alameda County with additional funding.
	~ Several members of the US Army met with management team members to discuss ways in which our I&R systems could be used overseas. It was a very interesting and informative meeting.
	~ The Executive Director met with EveryOne Home's Executive Director to discuss the ways in which 2-1-1 could further assist the many projects being coordinated by this housing-related collaborative. Eden I&R has been active participant in EveryOne Home since it was created.
	~ The Executive Director attended the monthly CCP Executive Committee meeting during which reports were given related to re-entry employment, housing, mental health and other services being provided to the men and women leaving incarceration. The Transition Day Reporting Center and the financial outlook were also discussed.
	~ In preparation for next year's funding cycle, the Executive and Deputy Directors met with City of Alameda staff to continue negotiations for Fiscal Year 2016.
	~ The Executive Director gave a brief 2-1-1 update to Oakland's City Council.
	~ Management team members continued to meet with AC Transit representatives as we further negotiate the contract related to 2-1-1 promoting paratransit information particularly to seniors and people living with disabilities.
	~ The Housing Coordinator attended the AC CAN Stakeholder Convening to participate in discussion on legislation and administrative changes that impact the formerly incarcerated. AC CAN is a working group of service providers that work in partnership to increase the income and assets of people in Alameda County. Alameda County Probation Division Director, Craig Emmons, announced the March 23, 2015 grand opening of their Transition Reporting Center.
	~ The Housing Coordinator attended a meeting with the Oakland Housing Authority (OHA) to plan for the 19th Annual Affordable Housing Week celebration the week of May 8. This week-long event is coordinated by EBHO (East Bay Housing Organization). Eden I&R and OHA will be co-hosting an Owner's Appreciation Day event on May 16 to thank property owners who have partnered with our agencies and are providing housing to low-income individuals and families.
Fairs/Events/and Outreach	~ The Deputy Director gave a 2-1-1 presentation at a monthly lunch meeting of the Alameda County Chaplaincy Program. The chaplains in attendance expressed appreciation for the opportunity to learn more about 2-1-1 and took outreach materials to give to those in need with whom they meet. The Deputy Director expressed appreciation for the delicious lunch at Tofu House in Castro Valley!
	~ Staff hosted a booth at the Pleasanton Senior Center Job Fair for Youth; College of Alameda for the 2015 Transition Fair for people with developmental disabilities; Pleasanton Senior Center Transit Fair; the new Bill McGammon Medical Clinic (formerly the Davis Street Medical Clinic) in San Leandro; and at Allen Temple Health Fair.
	~ 2-1-1 materials were made available to Dublin School District; Childcare Links; City of Hayward; Highland Hospital; HUD VASH Housing Academy; City of Alameda Community Paramedics; Alameda County Family Services; and the West Oakland Senior Center.
	~ Staff gave a presentation and distributed 2-1-1 materials to City Serve of Tri-Valley; Hayward Non-profit Alliance; Hayward Human Services Commission; Bay Area Employer Forum; Dublin Chamber of Commerce; Hayward Honors Women event; and Dig Deep Farms groundbreaking event.
	~ The Housing Coordinator attended the Covenant House California Open House and received a tour of the facility. The agency has 30 beds for the TAY population (transitioning aged youth, ages 18-24), two-thirds of which are reserved for short-term clients and the remainder for longer term placement. Eden I&R brochures and 2-1-1 cards were given to the case managers to assist the youth.

Alameda County Summary By City

3/1/2015 Through 3/31/2015; 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	231	123	108	87	44	27	60	40	19	466
Albany	21	8	13	4	2	0	4	3	1	45
Berkeley	548	222	326	140	82	24	116	50	31	920
Castro Valley	88	49	39	31	19	6	25	12	7	133
Dublin	49	27	22	22	5	8	14	12	5	87
Emeryville	46	25	21	19	10	1	18	11	10	99
Fremont	376	223	153	159	57	40	119	72	41	664
Hayward	1060	606	454	444	199	101	343	224	116	2036
Livermore	121	55	66	42	17	9	33	20	14	235
Newark	108	61	47	45	19	8	37	26	14	185
Oakland	4206	2019	2187	1327	633	294	1033	648	427	7435
Piedmont	5	1	4	1	0	0	1	0	0	5
Pleasanton	44	20	24	17	6	6	11	7	4	89
San Leandro	556	339	217	230	98	47	183	112	68	1062
San Lorenzo	97	68	29	44	20	5	39	25	16	242
Union City	119	85	34	61	27	14	47	37	15	251
Other	1413	168	1245	131	52	31	100	59	39	815
Grand Total:	9088	4099	4989	2804	1290	621	2183	1358	827	14769

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 3/31/2015; 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	1806	922	884	495	209	108	387	215	146	3521
Albany	187	64	123	35	15	5	30	16	8	389
Berkeley	4826	1982	2844	896	448	214	682	338	226	8123
Castro Valley	849	419	430	234	88	48	186	103	58	1551
Dublin	404	198	206	132	50	26	106	65	42	783
Emeryville	378	185	193	113	42	24	89	50	36	720
Fremont	3133	1644	1489	897	326	212	685	415	233	5483
Hayward	9448	5042	4406	2651	975	516	2134	1409	810	17503
Livermore	1138	536	602	350	116	70	280	181	97	2184
Newark	876	460	416	266	96	49	217	140	78	1569
Oakland	37654	15769	21885	8083	3319	1790	6292	4016	2645	66061
Piedmont	47	2	45	2	0	0	2	1	1	65
Pleasanton	440	175	265	132	44	34	98	60	30	842
San Leandro	4525	2508	2017	1300	501	255	1045	638	387	8963
San Lorenzo	635	428	207	221	75	44	177	120	61	1241
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	1141	701	440	409	136	76	333	236	131	2146
Other	12475	1267	11208	881	332	217	664	325	209	6029
Grand Total:	79964	32303	47661	17098	6772	3688	13408	8328	5198	127176

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