



Office of the City Manager

June 11, 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 May 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: May 2015

Noteworthy Updates

During the month of May, 7,841 calls were handled by 2-1-1 Resource Specialists and 12,844 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 29% were single-headed households with minor children, and 46% reported they were living with 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 May they received 17,468 pageviews from 5,885 sessions/visitors.

In partnership with the Oakland Housing Authority (OHA), Eden I&R co-hosted the 2015 Property Owner Appreciation Day. The annual event was part of Affordable Housing Week. It was well attended by over 100 property owners and 20 vendors. The Housing Coordinator delivered a presentation about Eden I&R's housing database and encouraged property owners to list their vacancies with us. The Eden I&R table secured 48 interest forms from potential property owners. The event was a huge success for OHA, Eden I&R, property owners, and vendors. We are looking forward to next year!

Eden I&R wishes to recognize the formal public open ceremonies that took place this month at Weinreb Place, a new low-cost senior residential facility built by Eden Housing and located across the street from Eden I&R. Ilene Weinreb, for whom the housing complex is named, is on the board of directors of Eden Housing as well as Eden I&R. Ilene is an Alameda County "icon" who has worked for decades on such issues as affordable housing, affordable healthcare, and accessibility for all to countywide resources.

May 1st was the first anniversary of the passing of our beloved Ollie Arnold. To mark the day, we had a heartfelt breakfast in her honor at which staff shared memories and stories about Ollie. The Ollie Arnold Housing Department continues to thrive, now under the leadership of Hana Mendoza, and with the hard work of Jeanette Mills and Almira Robleza.

Call Information

Call Examples

~ A resident of and business owner in Alameda called for 211 resources that could benefit her elderly customer. The caller had heard about 211 from her house keeper. The caller informed 211 that her elderly customer was virtually immobile because of sores on her legs that would not heal, but the customer was not diabetic. The customer was running out of funds and would not be able to pay her property taxes and had contemplated selling her home. In addition, the customer was also concerned that if her legs were amputated she would have nowhere to live. She had family but they were not supportive. The caller was provided information about Adult Protective Services in case she had concerns about her customer being unable to meet her own needs and if self-neglect was of concern. 211 also referred the caller to Legal Assistance for Seniors for assistance with understanding her Medi-Cal/Medicare benefits. For senior housing referrals she was referred to the Center for Independent Living, the City of Alameda, Alameda County Social Services, Department of Adult, Aging Medi-Cal Services for the senior housing guide, and for IHSS services. The caller was also referred to Meals on Wheels for food and friendly visitation assistance.

~ A Castro Valley resident called looking for resources for her son who has a mental disability. He was refusing to take his medication and was at a board and care facility where he was housed after being released from a psychiatric hospital the day before. The board and care wanted the caller to take her son elsewhere because they said he screamed incessantly. The caller said that her son's mental health required 24/7 care and that he was so ill that he could not recognize his own mother. In addition, her son is diabetic. She was upset because she felt that the hospital should not have released her son to a board and care in his psychotic state, as he needed to be in a medical facility. She gave her consent for 2-1-1 to advocate on her behalf. 2-1-1 conferenced the call with Alta Bates Summit Medical Center-Herrick Campus' Psychiatric Intensive care and spoke with a staff member, who reassured the caller that they would send an ambulance to the board and care to transport her son and that he would be evaluated and provided any necessary medication. Additionally 2-1-1 provided the caller with referrals to Alameda County Behavioral Health Care Services, Telecare Corporation, Mental Health Association of Alameda County, and La Cheim Behavioral Health Services.

~ A caller from Newark, who had recently become homeless, called because his family needed shelter. For shelter and or transitional housing, 2-1-1 referred the caller to FESCO, Salvation Army, Tri-Valley Haven, Building Opportunities for Self Sufficiency, Alpha Omega Foundation, Bay Area Community Service, and the Berkeley Food and Housing Project. 2-1-1 pre-screened the caller for CalFresh eligibility and referred him for enrollment to Alameda County Social Services and the Fremont Family Resource Center.

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Call Examples	~ An Oakland resident called because she was a victim of domestic violence and needed to get to a shelter with her young child. She was very fearful that she would encounter someone she knew who would discover that she was in a domestic violence situation. The caller was referred to A Safe Place and to the DA's Alameda County Family Justice Law Center for additional support services for domestic violence victims.
	~ A Pleasanton resident called because she needed assistance with medical equipment and a FastTrack citation. 2-1-1 provided her with referrals to Volunteers for Inter-American Assistance and The ReCARES Network for medical equipment, and to the Society of St. Vincent de Paul for the Alameda County Homeless & Caring Court Program for assistance with dismissal of the citation.
	~ A Piedmont resident called because she was feeling faint and needed to connect with Alta Bates Hospital. 2-1-1 helped the caller connect with an Alta Bates advice nurse.
Caller Feedback	~ "Your employee that my wife and I just spoke with, is a fantastic person. She answered all of our questions. She was easy to understand, very professional, and she is an asset to your organization. Thank you very much for hiring her. We thanked her but we would like you to know that she deserves an 'atta girl!' She went above and beyond to help us. She is really FANTASTIC!"
	~ "I have used 2-1-1 personally and gotten valuable information from you guys. Many of my family members are disabled, some severely disabled, and I am so glad you guys provide extra support and follow-through because sometimes even case managers do not realize that often people with severe disabilities cannot do things for themselves like other people can...they can't always remember things or do them on time or follow up with agencies or next steps. You have moved up several notches in my opinion now that I know you offer so much more. I hope all 2-1-1's are doing what you do. It's such a great service."
	~ "Your employee did an excellent job. I am a victim of domestic violence. I have been beaten physically, personally, and professionally and it was bad. I was about to become homeless with my kids when I called 2-1-1. (Name of Resource Specialist) listened, she provided information and she provided assistance. It has not been easy telling people that I am a victim of domestic violence because people make assumptions and lack empathy and compassion...they think only women are victims and when they hear the word domestic violence...they think I was the one that was abusive. I was told to go to a shelter with my kids but domestic violence shelters are for women, they don't think men can be victims. I have been made to feel like I was standing in line for a bowl of free porridge at several agencies. When I called 2-1-1, I did not have CalWorks or CalFresh, but the Resource Specialist told me how I could apply for them. I have been in supervisory positions and so I know that good staff are part of well-managed teams and I want to thank the leadership of 2-1-1 for encouraging their staff to be caring. The Resource Specialist was so helpful, she gave me so much information and I have called all the places she referred me to. She is truly compassionate and empathetic. 2-1-1 is doing what it is really needed, for people like me. Thank you so much. I know how important it is to acknowledge good staff, so please thank the Resource Specialist and tell her she did a really good job helping me. Thank you."
Staff Inservice Training Sessions	~ Shepherd's Gate In-service Presentation
	~ Axis Community Health In-service Presentation
	~ Family Violence Law Center In-service Presentation
	~ 2-1-1 Staff Meeting on I&R for Shelter + Care, Medi-Cal Administrative Activities, CalFresh and an Early Childhood Developmental Screening pilot project

Resource Information And Technology Updates

Services Database	~ Three new agencies were added to the services database this month.
	~ The services database contains 1,156 agencies and 2,941 programs.
	~ The process of updating the 487 Non-Directory agencies continues. We have updated 441 agencies and only 46 agencies remaining to update.
Housing Database	~ 257 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 17,468 pageviews from 5,885 sessions/visitors.

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Website Updates	~ The following information was posted to Eden I&R's website in May: an Emergency Preparedness special training by the Alameda County Public Health Department; how to join the CBO Preparedness and Response Network; Affordable Housing Week activities; Volunteer Week celebrated at Eden I&R; East Bay Gives; and how to order Eden I&R's Big Blue Book.
Technology	~ Changes were made to the services database to include updates to the active Shelter + Care program and to facilitate our agency's partnership with 2-1-1 Los Angeles for an early childhood developmental screening pilot project. ~ Eden I&R IT staff participated in several meetings related to the Alameda County's Public Health and Human Services Data Portal. Data has been shared and compared amongst the partner organizations to enable further evaluation of the management of the collective data for agencies and programs within Alameda County.

Outreach/Public Information Activities

Meetings	<p>~ Management team members met with representatives from 2-1-1 Los Angeles who are leading a statewide pilot project to conduct developmental screenings for children 0-36 months of age. Eden I&R is a participant in the pilot by informing appropriate 2-1-1 callers of the free developmental assessment survey that can be taken over the phone. The overall goal of the project is to provide assistance to those children with developmental delays as early in their lives as possible.</p> <p>~ The Executive Director attended the monthly Association of Contingency Planners (ACP) meeting held at BART's Office of Emergency Services in Oakland. The meeting was well attended by large corporate partners, government representatives as well as disaster-related personnel. Attendees learned about BART's processes related to different types of emergency and disaster situations. Barbara reminded those present of 2-1-1's role as a public information communication system before, during, and after a disaster, and the importance of our partnerships with various disaster-related preparatory systems so that we can all work together to assist the public at large (but especially at-risk populations) with updated accurate information.</p> <p>~ As the managers of the county's most comprehensive health, housing & human services database, members of the Eden I&R's executive team met with representatives from Alameda County's Healthcare Services department to discuss enhanced ways in which we can maintain, expand and distribute services information to the public.</p> <p>~ The management team met with a Help Me Grow representative to discuss the ways in which Eden I&R and First 5 can enhance the ways in which we serve the same families who have children 0-5 in the household. Also discussed were efforts to assist families with children who may have developmental delays.</p> <p>~ The agency continued its participation in an Alameda County pilot project that is testing the combined databases of three nonprofit agencies that could serve as a countywide, open referral-type prototype. Several meetings were held internally and with external partners including First 5 and Urban Strategies.</p> <p>~ The Executive Director welcomed Steve Jones from Supervisor Wilma Chan's office. Discussions revolved around the continued dependence upon 2-1-1 by county residents as well as advocates, and the need for more leveraged financial support from both the public and the private sector.</p> <p>~ The Executive Director participated in the monthly 2-1-1 Bay Area Partnership conference call where 2-1-1 partners shared current challenges and successes/best practices, as well as recommendations for future collaborations.</p> <p>~ The Executive Director attended the Alameda County Budget Workshop where Governor Brown's May Revised state budget was summarized and how that may impact county funding next fiscal year. Barbara brought up the fact that despite the Bay Area having an economic boom in some sectors, that this is having a negative effect for some such as increased rents, forced evictions, and severe limitations on first-time homebuyers.</p> <p>~ The Executive Director attended the monthly Reentry Community Corrections Partnership Executive Committee meeting that focused on funding issues for next fiscal year. The best part of the meeting was a presentation by a formerly incarcerated man who is currently turning his life around thanks to his Probation Officer and other community resources/staff members.</p> <p>~ The Housing Coordinator attended the Alameda County Emergency Managers Association meeting. The association's subcommittee reported on their progress in the development of a coordinated disaster response plan. The Housing Coordinator made a presentation about Eden I&R's history, current services, and the number of 2-1-1 calls handled last year.</p>
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<p>Meetings</p>	<p>~ The Housing Coordinator and Deputy Director attended a meeting with American Red Cross staff and volunteers at their office in downtown Oakland. We discussed how we can better understand what each agency does and how we might possibly partner together to improve respective services to the same clients.</p>
	<p>~ Internal and external meetings continued related to the possible transition to cloud-based iCarol software.</p>
<p>Fairs/Events/and Outreach</p>	<p>~ The Executive Director attended the annual Center for Domestic Peace event which focuses on victims of domestic violence. At the event Barbara was able to discuss with a variety of attendees, including Dana King and Jennifer Siebel Newsom, the benefits of 2-1-1 in assisting DV callers.</p>
	<p>~ The Executive Director attended the annual Pleasanton Chamber of Commerce Business Show. There was a large representation of businesses, big and small, and Barbara was able to make several contacts that may prove to be mutually beneficial to the agency and the businesses in the future.</p>
	<p>~ The Deputy Director attended a day-long meeting of the Business Acumen Learning Collaborative, a group of aging and disability organizations who are working together to build their capacity. The goal of the collaborative is to secure a contract with an integrated care entity. A consultant for the collaborative facilitated the meeting and helped guide the discussion of an initial idea for a potential contract.</p>
	<p>~ The Deputy Director hosted a group of nursing students from Cal State University East Bay. A presentation about 2-1-1 Alameda County was provided, with attention paid to health-related and other referrals of particular interest to the students and their patients, and a tour of the call center and the agency's Information Management Department was given.</p>
	<p>~ The Deputy Director gave a joint presentation with Tommy Fenster from our partner agency, StopWaste, to the Ashland Cherryland Healthy Community Collaborative. The Deputy Director gave an overview of Eden I&R's programs with a focus on 2-1-1 and Mr. Fenster discussed various ways that StopWaste can partner with community organizations to help spread conservation related information.</p>
	<p>~ The Aids Housing and Information Project (AHIP) Coordinator gave a 2-1-1 presentation to veterans at a housing workshop given by Eden I&R's Veteran's Housing Rover at the Veteran's Administration in Oakland.</p>
	<p>~ Staff hosted booths at six events this month to inform the community about the 2-1-1 service: Ashland Community Center Youth Fair, Senior Health and Wellness Resource Fair in Castro Valley, 4C's Children's Fair in Hayward, Property Owners Appreciation Day Event, First 5 of Alameda County's Parent Voices Forum, and the East Bay AIDS Update Conference.</p>
	<p>~ 2-1-1 materials were made available to the Oakland Housing Authority, St Vincent de Paul Drop In Center and Thrift Shop, and The Arc of Alameda County Vocational Development Center.</p>

Alameda County Summary By City

5/1/2015 Through 5/31/2015; 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	199	117	82	82	44	16	66	36	25	389
Albany	18	6	12	6	2	0	6	3	2	38
Berkeley	423	191	232	120	64	25	95	47	29	763
Castro Valley	100	76	24	57	31	14	43	20	14	205
Dublin	45	20	25	12	2	2	10	3	2	62
Emeryville	35	22	13	19	7	4	15	11	8	78
Fremont	283	171	112	121	44	23	98	65	35	446
Hayward	919	524	395	390	166	76	314	202	128	1681
Livermore	142	83	59	66	27	11	55	40	23	269
Newark	64	40	24	30	12	5	25	19	13	137
Oakland	3755	1793	1962	1287	620	277	1010	609	392	6689
Pleasanton	100	71	29	53	21	9	44	27	16	177
San Leandro	468	301	167	208	102	39	169	91	52	906
San Lorenzo	70	41	29	34	14	6	28	14	5	138
Union City	88	63	25	47	20	8	39	24	16	170
Other	1128	175	953	134	62	39	95	43	23	693
Grand Total:	7841	3694	4147	2666	1238	554	2112	1254	783	12844

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 5/31/2015; 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	2177	1153	1024	588	254	131	457	250	168	4264
Albany	223	83	140	45	19	10	35	19	9	468
Berkeley	5754	2405	3349	1044	524	259	785	383	258	9807
Castro Valley	1043	553	490	297	121	63	234	126	75	1960
Dublin	483	239	244	153	54	33	120	69	45	913
Emeryville	467	237	230	135	53	30	105	57	40	901
Fremont	3786	2031	1755	1055	375	252	803	495	273	6581
Hayward	11411	6181	5230	3081	1129	624	2456	1619	934	21117
Livermore	1401	688	713	432	154	85	347	227	122	2662
Newark	1022	545	477	298	108	54	244	159	88	1842
Oakland	45412	19638	25774	9454	3886	2147	7306	4621	3032	79664
Piedmont	52	2	50	2	0	0	2	1	1	68
Pleasanton	626	307	319	205	74	48	157	99	52	1199
San Leandro	5559	3161	2398	1527	591	311	1216	737	443	10925
San Lorenzo	760	506	254	257	84	55	202	138	67	1485
Sunol	2	1	1	1	0	0	1	0	0	3
Union City	1373	873	500	472	156	90	382	268	148	2549
Other	14796	1605	13191	1092	423	279	813	394	244	7426
Grand Total:	96347	40208	56139	20138	8005	4471	15665	9662	5999	153834

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