



Office of the City Manager

September 12, 2011

To: Honorable Mayor and
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Subject: **2-1-1 Phone Service (Social Services Hotline)**

Attached is the 2-1-1 Narrative Report for August 2011, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541.

cc: Christine Daniel, Deputy City Manager
Deanna Despain, City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology Director
Teresa Berkeley-Simmons, Budget Manager
Mary Kay Clunies-Ross, Public Information Officer

Gan, Yvette

From: Cece Marin [cece@edenir.org]
Sent: Thursday, September 08, 2011 3:51 PM
To: Gan, Yvette
Subject: FW: Eden I&R August 2011 2-1-1 Reports
Attachments: 2-1-1 Monthly Narrative Report August 11.pdf; 2--1-1 Cities Summary August11.pdf; 2-1-1 Cities Summary 0811YTD.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Berkeley Mayor, City Council Members and City Manager;

The following are highlights of 2-1-1 services during August.

2-1-1 Alameda County achieved its highest call volume month ever in August! Resource Specialists handled 10,973 calls and provided 19,972 health, housing and human service referrals. This is a 25% increase in the number of calls handled compared to August 2010. Of the unduplicated callers assisted, 80% were females, 38% were single female headed households with minor children and 38% were disabled. Additional people are also relying on Eden I&R's online health and human services resource directory. During the month of August, the online directory received 877,153 hits from 56,348 visitors.

Disaster preparedness continues to be a priority for the agency with participation by Eden I&R this past month in the Bay Area Regional Disaster Resiliency Meeting to bring together existing disaster groups and coordinate their efforts into one regional plan; the Alameda County Emergency Manager's Association Meeting to review disaster response efforts in Japan; and the Northern California Voluntary Organizations Addressing Disasters (VOAD) Meeting to coordinate local disaster response. These events help assure that 2-1-1 is prepared to function as the county's public communications system during and after a local disaster.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of August 2011 which contain this information as well as the remainder of the activities and statistics for the 2-1-1 program. If you have any questions or problems with these attachments please let me know.

Thank you for your continued support of the 2-1-1 program.

Barbara Bernstein
Executive Director
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2-1-1 Alameda County Monthly Narrative Report: August 2011

Noteworthy Updates

2-1-1 Alameda County achieved its highest call volume month ever in August! Resource Specialists handled 10,973 calls and provided 19,972 health, housing and human service referrals. This is a 25% increase in the number of calls handled compared to August 2010. Of the unduplicated callers assisted, 80% were females, 38% were single female headed households with minor children and 38% were disabled. Additional people are also relying on Eden I&R's online health and human services resource directory. During the month of August, the online directory received 877,153 hits from 56,348 visitors.

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Call Information

Call Examples	~ A woman from Alameda called to inquire about support for sexual assault survivors. The caller was referred to Blackbird Family Therapy, Alameda County Health Care Services Agency - Alameda County Medical Center, Alameda County Family Justice Center, and Bay Area Women Against Rape for sexual assault survivor support.
	~ A woman from Berkeley inquired about ex-offender halfway house information for a male relative. The caller was referred to Turners Clean Start, Allied Fellowship Service, and Victory Outreach for ex-offender halfway house information. The caller also requested information about Acts Full Gospel Church.
	~ A Spanish speaking woman from Hayward called about rental payment assistance, emergency shelter, and eviction assistance. The caller was referred to Operation Dignity and Season of Sharing for rental payment assistance; to Henry Robinson Multi-Service Center, Salvation Army, Oakland Catholic Worker, Family Emergency Shelter Coalition, and Berkeley Food and Housing Project for emergency shelter; and to Collective Legal Services - The Eviction Defense Center, Bay Area Legal Aid, and Centro Legal de la Raza for eviction assistance.
	~ A Spanish speaking man from Oakland called to inquire about child support assistance and job assistance. The caller was referred to Centro de Servicios and Alameda County Department of Child Support Services for child support assistance, and to East Bay Works One-Stop Career Center for job assistance. After the referrals were given the caller told the Resource Specialist that he was suicidal and the caller was promptly connected with the Crisis Support Service Hotline of Alameda County.
	~ A man from Pleasanton called to inquire about rental payment assistance. The caller was referred to Season of Sharing and ECHO Housing for rental payment assistance.
	~ A woman from Livermore called to inquire about emergency shelter information. The caller was referred to Tri-Valley Haven, Building Futures for Women and Children, and Livermore Police Department (for a Motel Voucher) for emergency shelter information.
	~ A woman from San Leandro called to inquire about emergency food assistance. The caller was referred to Davis Street Family Resource Center, Hayward Area Recreation and Park District, and All Saints Episcopal Church for emergency food assistance.
	~ A man from Union City called on behalf of a relative to inquire about prenatal care and health education classes. The caller was referred to Tri-City Health Center for prenatal care; and to Tiburcio Vasquez Health Center and Tri-City Health Center for health education classes.
	Caller Feedback
~ "[2-1-1]'s service was excellent, they gave me a very excellent report to help a friend out who has cancer, and I appreciate the information that was given to me and I will give it to her as soon as I can... thank you so much for the information given to me."	
~"[The Resource Specialist] was very patient and gave me a lot of information."	

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Staff Inservice Training Sessions	~ Building Futures with Women and Children in-service presentation
	~ Disaster preparedness in-service presentation

Resource Information And Technology Updates

Services Database	~ Nine (9) new agencies were added in the services database this month.
	~ The services database contains 1,103 agencies and 2,830 programs.
	~ The process of updating the 640 "Directory" agencies for the Big Blue Book has begun and agencies have been requested by mail, fax and email to update their program information for our database. So far information has been updated for 344 agencies.
Housing Database	~ The Housing database contains 74,590 total housing units.
	~ 233 new units were added to the Housing database this month.
	~ Housing Subscriptions (mail, PDF & OHIP) with the inventory of available units in Alameda County 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 public accessible websites at www.edenir.org , www.211alamedacounty.org , www.alamedaco.info as well as through www.networkofcare.org/aging/resource/find.cfm . This month 877,153 hits were received by 56,348 visitors.
Technology	~ Staff participated in a conference call related to the 2-1-1 CA state-wide database cost-sharing plan. Recommendations for Eden I&R's participation in this program were made and it was decided the agency would not participate initially. We will assess the successes and challenges of other 2-1-1 Call Centers as they move onto a Cloud-based resource and call software. Major obstacles remain in determining if the system could be integrated with key Eden I&R systems such as the housing database.
	~ Staff participated in a 2-1-1 CA conference call focused on healthcare reform and possible roles of 2-1-1 in the implementation process. This monthly call also reviewed the status of efforts to initiate state-wide systems for telephony and resource/call database systems.
	~ Eden I&R staff continued to work with staff at Bonita House, Alameda County Behavioral Health Care Services and The Support Group on the CHOICES housing project. Staff from Bonita House visited Eden I&R for training in the use of the management component of the Housing database. Bonita House staff will begin reviewing information in the database and passing additional information on to Eden I&R for addition to the database in September.
	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the CETF and Alameda County Area Agency on Aging (Network of Care) web sites.
	~ Efforts to migrate the agency's e-mail system to Microsoft Online Services resumed. The review and evaluation process was started over again to focus on new Microsoft services that were initiated during the last month. When the agency switches to a cloud-based service we will be using these new services that replace what had previously been evaluated by staff.

Outreach/Public Information Activities

Meetings	~ The 2-1-1 Community Program Manager attended the monthly meeting of the Alameda County WIB ACCESS Steering Committee to provide a brief overview and status report to the One Stop Career Center site managers.
	~ The 2-1-1 NUMMI Resource Specialist gave a presentation about 2-1-1 to former NUMMI employees at Chabot College's Project Renew. The presentation included information on how 2-1-1 can assist former NUMMI employees connect with essential health and human service agencies and programs.
	~ The Executive Director participated in the quarterly California Alliance of Information and Referral Services (CAIRS) Board of Directors meeting during which a variety of subjects were discussed including statewide telephony and database systems; coverage by existing 2-1-1 providers in rural areas during and just after disasters; and the statewide CAIRS conference next month in Orange County.

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Meetings	~ Eden I&R staff met with staff from the Senior Services Coalition in order to discuss the ways in which Eden I&R/2-1-1 could provide assistance to the Coalition's individual clients and organizations.
	~ The Executive Director attended Alameda County Board of Supervisor member Scott Haggerty's "State of the County Address" in Livermore. This Chamber of Commerce sponsored event was very well attended by elected officials, business leaders and a very few nonprofit organizations. The primary messages related to: focusing on education; having services/jobs for people being released from jail; supporting the safety net of resources; providing affordable housing for seniors; keeping businesses in the Valley and attracting new businesses by supporting the area's infrastructures and providing affordable housing.
	~ As Chairperson, Eden I&R's Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~ The 2-1-1 Community Program Manager attended an Earn It! Keep It! Save It! Meeting in conjunction with the United Way as part of the EITC program.
	~ The Housing Outreach Coordinator participated in the Performance Committee meeting of EveryOne Home which discussed a County-wide housing database and the EveryOne Home unit count.
	~ Eden I&R staff met with the Alameda County Coalition for Veteran Families to discuss the role 2-1-1 will play in this collaboration by screening Veterans eligible to participate in the new federally funded Support Services for Veteran Families (SSVF) program.
	~ The Executive Director participated in the Bay Area Regional Disaster Resiliency meeting held at Oakland City Hall. This meeting brought together representatives from the public and private sectors to discuss the most up to date concerns and response plans throughout the Bay Area. The primary purpose of this group is to convene additional meetings that will result in bringing together existing disaster groups and coordinate their efforts into one regional plan.
	~ The Housing Outreach Coordinator attended the NorCal VOAD meeting which discussed the functions of national, state and local voluntary organizations active in disasters.
	~ The Executive Director and Eden I&R staff met with Lt. Herb Walters and Alameda County Office of Emergency Services staff at Eden I&R in order to show them first hand the disaster response capabilities of 2-1-1.
	~ The Executive Director hosted a tour of Eden I&R and its variety of resources for the two consultants leading the Bay Area Regional Disaster Resiliency project. 2-1-1 services locally, regionally, statewide and nationally were described so that the consultants could fully understand the capabilities of, and the back up provisions for, the 2-1-1 communication systems.
~ The Executive Director attended the monthly Emergency Manager's Association meeting during which disaster response efforts in Japan were discussed in great detail. This information was then discussed in relation to a similar earthquake occurring in the Bay Area.	
Fairs/Events/ and Outreach	~ Staff hosted booths at the Alameda County's Annual Health Aging Fair held at Chabot College and the Annual Healthy Living Festival in Oakland to inform and remind the public about the 2-1-1 service.
	~ The 2-1-1 Community Programs Manager presented 2-1-1 information to members of the Alameda County Lead Poisoning Prevention Program.
	~ The 211 Bay Area Partnership, under the leadership of the United Way of the Bay Area's marketing department, distributed Public Service Announcements related to 2-1-1.
	~ The Housing Outreach Coordinator worked in collaboration with the Oakland Housing Authority to do outreach to Rental Property Owners, on a monthly basis, to inform them of the opportunities with OHA and Eden I&R. Through this outreach property owners throughout the County are able to list their properties with 2-1-1.
	~ The Housing Outreach Coordinator facilitated a Housing Workshop for the staff of the Alameda County Social Services, Family Services Division.
	~ Staff gave a presentation at the Castro Valley Rotary Club about 2-1-1 and the services it provides.

Alameda County Summary By City

8/1/2011 Through 8/31/2011; 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 Housing	Referrals Service
Alameda	373	104	269	78	33	12	66	32	26	86	614
Albany	22	14	8	6	0	1	5	3	2	1	28
Berkeley	559	168	391	130	48	42	88	53	38	133	951
Castro Valley	122	33	89	30	11	8	22	15	7	14	260
Dublin	41	16	25	14	6	2	12	8	4	6	91
Emeryville	46	25	21	15	8	2	13	7	5	3	66
Fremont	529	183	346	149	62	32	117	91	54	132	859
Hayward	1456	532	924	403	142	66	337	238	147	377	2715
Livermore	261	120	141	86	25	21	65	53	33	39	457
Newark	103	39	64	31	9	9	22	17	11	42	185
Oakland	5180	1523	3657	1116	446	231	884	626	462	1343	8715
Piedmont	2	1	1	1	0	0	1	0	0	0	3
Pleasanton	109	32	77	26	8	3	23	15	9	6	210
San Leandro	680	219	461	153	65	23	130	82	55	129	1220
San Lorenzo	87	26	61	22	8	4	18	17	11	20	142
Sunol	1	1	0	1	0	1	0	1	0	0	3
Union City	175	86	89	62	20	2	60	46	36	75	312
Other	1227	89	1138	77	32	18	59	28	22	96	639
Grand Total:	10973	3211	7762	2400	923	477	1922	1332	922	2502	17470

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 children under the age of 18 living with the Unduplicated Clients.

Alameda County Summary By City

7/1/2011 Through 8/31/2011; 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 Housing	Referrals Service
Alameda	722	188	534	132	54	26	106	54	38	164	1133
Albany	42	27	15	9	1	3	6	4	2	1	49
Berkeley	1122	352	770	223	89	71	152	87	64	284	1828
Castro Valley	243	56	187	49	17	10	39	25	13	44	533
Dublin	73	29	44	21	9	4	17	10	5	12	155
Emeryville	109	59	50	30	17	4	26	12	9	18	155
Fremont	1006	368	638	259	94	62	197	158	98	286	1665
Hayward	2868	1014	1854	710	238	123	587	417	261	781	5227
Livermore	440	197	243	131	40	26	105	88	56	56	733
Newark	201	77	124	53	20	12	41	29	17	77	351
Oakland	9699	2818	6881	1930	766	427	1502	1072	770	2602	16165
Piedmont	3	2	1	2	1	0	2	0	0	0	13
Pleasanton	219	81	138	51	17	11	40	28	16	17	435
San Leandro	1357	463	894	306	123	51	255	181	115	336	2402
San Lorenzo	154	45	109	35	14	6	29	24	16	31	247
Sunol	2	1	1	1	0	1	0	1	0	0	4
Union City	329	162	167	112	33	14	98	73	55	142	637
Other	2234	173	2061	146	55	29	117	58	42	222	1206
Grand Total:	20823	6112	14711	4200	1588	880	3319	2321	1577	5073	32938

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