



Office of the City Manager

September 22, 2016

To: Honorable Mayor and
Members of the City Council

From: *DWR* Dee Williams-Ridley, City Manager

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

Attached is the 2-1-1 Narrative Report for August 2016, including a summary of calls by city. If you have any questions, please contact Savita Chaudhary, Information Technology Director, at 981-6541.

Attachment

cc: Jovan Grogan, Deputy City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Savita Chaudhary, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Matthai Chakko, Assistant to the City Manager/Public Information Officer



Noteworthy Updates

During the month of August 2016, 2-1-1 Resource Specialists handled 5,646 calls and offered 10,365 health, housing and human services referrals to callers. Of the unduplicated callers, 76% were female, 29% were single mothers with minor children, and 50% reported that they or someone in their household were living with a disability. The call examples below show the breadth and depth of call issues handled. In addition to calling 2-1-1, the public can access 2-1-1 Alameda County's resources via its online public resource directory. In August, Eden I&R's websites received 21,767 pageviews from 7,266 sessions/visitors. To search for resources, visit:

www.211alamedacounty.org

Eden I&R staff finalized preparations for the launch of our fundraising campaign, via HandUp, an organization that helps nonprofits raise money online. Thanks to a generous gift from Google.org, up to \$2,000 in donations to the agency via HandUp will be matched dollar-for-dollar. At the time that this report was published, Eden I&R had reached 60% of our \$4,000 fundraising goal! To check out the agency's online campaign and to make a gift to the organization, please visit:

<https://handup.org/campaigns/alamedacounty>

Staff and board members were busy this month tackling the various logistics involved in planning the agency's 40th anniversary celebration set for November 10th, 2016 at Hayward City Hall. Our Host Committee grew to include all five members of the Alameda County Board of Supervisors. We are happy to announce additional event sponsorships and thank them for their gracious support: our Hero Level Sponsor, **Fremont Bank**, and additional sponsorships from **PG&E, BSR Realty, United Way, Simpson StrongTie, i4Color, Assembly member Bill Quirk, and two anonymous family foundations**. Tickets are on sale now for the event! Please come help us celebrate Eden I&R's 40 years of service to Alameda County and the upcoming retirement of our beloved Executive Director, Barbara Bernstein. To read more about the event, which will be held from 5:30-7:30pm on November 10 at the Hayward City Hall Rotunda, or purchase tickets, visit:

<https://edenir40years.eventbrite.com>

Call Information

Call Examples	~ An Oakland resident called for assistance for her daughter. The daughter had recently lost her partner and her mental health was poor. She had developed substance abuse issues. The caller did not want CPS involved but was excited to learn about Help Me Grow, offered through First 5 Alameda County. 2-1-1 referred the caller to FESCO's Banyan House; East Oakland Community Project's Ariel Outreach; Images on the Rise; and Alpha Omega Foundation for transitional housing. 2-1-1 also provided the caller with referrals to Change to Come for case management, counseling and a place to stay while getting help with recovery, and Shepherd's gate for its 14-month long-term recovery program.
	~ A San Leandro resident called for shelter for herself and her young grandchild. She was in need of domestic violence shelters. The caller was referred to Shiloh, A Safe Place, and Building Futures for Women and Children's Midway Shelter. She had called 2-1-1 in the past and had already been provided with information on domestic violence support programs offered at the DA's One Stop for domestic violence victims in Oakland.
	~ A man called from Union City and stated that had had moved in with a friend who had suffered a serious health emergency. The caller was helping the friend by paying rent. He thought that the manager of the rental unit had become aware of him living with his friend, and was concerned since he was not on the lease. The caller wanted to know his rights and was referred to Bay Area Legal Aid and ECHO Housing.
	~ A senior called from Berkeley for 1-3 bedroom housing listings and support services for persons living with disabilities. The caller was contemplating having another individual live with her as well as a caregiver. She was provided several listings, including a listing to Center for Independent Living for support services for persons living with disabilities.



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	~ A Castro Valley resident called for childcare services, transitional housing, and food. She was referred to East Oakland Community Project, Alpha Omega Foundation, Images on the Rise, Building a Solid Foundation, Destiny Builders, BOSS, and Berkeley Food and Housing Project for shelter/transitional housing. For childcare she was referred to 4C's and to the California Child Care Program Alternative payment offered through CFCS. For food and emergency assistance the caller was provided referrals to the Society of St. Vincent de Paul of Alameda County; to the North Oakland Helping Hands-General Closet for food clothing, diapers, shoes and dry goods; to the Telegraph Community Center for homeless drop-in services; and to Alameda County Community Food Bank's food helpline.
Call Examples	~ A Livermore resident called for residential substance abuse treatment programs. The caller was referred to CURA Incorporated; Cronin House-Horizon Services, Inc.; Chrysalis-Horizon Services, Inc.; and the Adult Rehabilitation Center-Salvation Army Alameda County.
	~ An employee from La Clinica de la Raza in Oakland called for referrals to mental health facilities on behalf of a client. The caller was provided referrals to Gladman Mental Health Rehabilitation Center; Bonita House; Bay Area Community Services, Inc.; and CURA incorporated.
Caller Feedback	~ Feedback from a landlord in Eden I&R's housing database: <i>"I appreciate you calling me periodically for (rental unit) updates. My tenants have been with me for years and they all were referred to me by 2-1-1!"</i>
	~ <i>"I am homeless, I am in the city of San Leandro, and I'd just like to give feedback. You have a wonderful staff person who served me--very polite, very helpful. She maintained an easy pace giving my information so that I understood. She was listening, letting me ask questions, and answering them professionally. Just to let you know, you've got a good girl there, it's a pleasure getting assisted by her. I really appreciated that. I was expecting something entirely different, like a person just giving me numbers to get me off the line, but she went above and beyond. She was searching for different numbers to give to me and ended up giving me 10 or so. I have a lot to thank you for, and to thank her for. Thanks a lot."</i>
	~ <i>"I am staying with my son in Hayward. I talked to your staff member and she gave me excellent listings of apartments. She provided me with a lot of details and she took the time to speak to me, I really appreciate it. Actually, she was very excellent."</i>
	~ <i>"I live in West Oakland, and I have called 2-1-1 a few times. I spoke to one of your phone staff. It was a very worthwhile, productive experience. I got referrals for tenant's rights as well as two housing unit referrals. She was just so courteous and productive. It was totally worth my time and effort to make a 2-1-1 call. I appreciate it, thank you!"</i>
Staff In-service Training Sessions	~ iCarol database call form, resources, taxonomy, and quality assurance trainings
	~ 2-1-1 Staff Meetings
Resource Information and Technology Updates	
Services Database	~ Three new agencies were added to the service database this month.
	~ The services database contains 1,152 agencies and 2,923 programs.
	~ Staff continue to update 503 Non-Directory agencies in the services database.
	~ The Information Management Department updated resource records for free back-to-school supplies and relayed information from Lake County related to the Clayton Fire.
Housing Database	~ 239 new units were added to the housing database in August.
	~ The Housing database contains 84,401 total housing units.
	~ Housing Subscriptions (mail, PDF & AHIP) were sent to community-based organizations in Alameda County and San Francisco County.
Online Services	~ Eden I&R's health and human services data is provided free through the agency's websites at www.edenir.org and www.211alamedacounty.org , and www.alamedaco.info . This month the Public Resource Directory received 21,767 pageviews and 7,266 sessions/visitors.



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Website Updates	~ The following information was posted to Eden I&R's website in August: Eden I&R's 40th Anniversary, information on assisting people affected by the Clayton Fire, and the Eden I&R Board Retreat.
Technology	~ A meeting among Eden I&R staff, Alameda County Behavioral Health staff, and Bonita House staff was held to discuss the new iCarol database being used by Eden I&R and integrating the database into the www.achousingchoices.org website.
	~ Call statistics for the previous month (first month of the agency's new fiscal year) were generated for the first time using the statistics from our new iCarol database system.
	~ New computers and monitors were deployed to 2-1-1 staff.
Outreach/Public Information Activities	
Meetings	~ The Executive Director participated in the monthly 2-1-1 CA Network conference call, and the 2-1-1 California Board of Directors conference call that reviewed best practices and current projects, updates about the SB1212 bill that would bring 2-1-1 to all counties within California, and preparations for the 2-1-1 CAIRS Conference and 2-1-1 CA Summit in Sacramento.
	~ The Executive Director and the Succession & Sustainability Consultant met with the consultant who facilitated the recent Board Retreat to review and refine an initial draft of the agency's new three-year Strategic Plan that will go to the Board for review and approval before the end of the calendar year.
	~ Eden I&R and United Way Bay Area renewed its long term MOU to partner in efforts to bring quality 2-1-1 service to all counties in the Bay Area. UWBA supports 2-1-1 Alameda County as a funder and community partner.
	~ Eden I&R and United Way Bay Area discussed enhancing the Earned Income Tax Credit (EITC) assistance program that is available to Alameda County residents who meet the income requirements for this tax credit program. New funding is being sought to increase marketing efforts and respond to EITC-related inquiries.
	~ The Executive Director hosted the bi-annual full staff meeting where the agency's new fiscal year budget was presented and discussed; the transition of the Executive Director position was outlined; and directors gave their annual report on programs, goals achieved, and challenges.
	~ The Executive Director participated in the VOAD Executive Committee conference call.
	~ The Executive Director and Deputy Director participated in the monthly Bay Area 2-1-1 Partnership conference call. Each county reported on current projects and services, upcoming events, disaster exercises, and 2-1-1 statewide initiatives that affect the Bay Area.
	~ The Executive Director and Deputy Director met with Fremont Bank representatives to give a tour of the agency and accept a donation for the 40th Anniversary Event as the Hero Level Sponsor.
	~ The Succession & Sustainability Consultant attended a workshop to learn about the requirements of the annual Share the Spirit grants program, a partnership with the Bay Area News Group and Contra Costa Crisis Center to bring help and hope to East Bay residents in need by enhancing programming and services during the November to January holiday season.
	~ The Succession & Sustainability Consultant participated in an online webinar, "The Secret to Converting Donors Through Email," offered by HandUp.
	~ The Deputy Director attended the Alameda County Probation Department's Community Capacity Fund Bidders' Conference to learn about the next steps for interested community partners to apply.
	~ The Deputy Director attended the Performance Management Committee meeting with other Continuum of Care representatives to review the upcoming data submission to HUD as well as plan for the 2017 Homeless Count.
	~ The Deputy Director and Disaster Program Coordinator participated in weekly Northern California Voluntary Organizations Active in Disasters (VOAD) phone call meetings to learn about updates related to the Clayton Fire.



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Meetings	<p>~ The Deputy Director attended the Alameda County-Oakland Community Action Partnership (OCAP) Bidder's Conference to learn about the RFP for projects that provide job training and employment placement or housing and community development.</p> <p>~ The Deputy Director and Disaster Program Coordinator participated in a training and webinar for Public Information Officers to prepare for the Urban Shield Yellow Command Exercise. Participants learned how to access and use the information sharing Slack platform that would be used during the exercise.</p>
Fairs/Events/ Outreach	<p>~ 2-1-1 staff hosted a booth and provided resource referrals to participants at Glad Tidings Church Community Festival, Covenant Worship Center 4th Annual Community Fair, and Laney College Resource Fair and presented to American Red Cross Client Caseworkers.</p> <p>~ Outreach materials were distributed by request to Eden Housing, Aspire Public Schools, and Center for Independent Living.</p> <p>~ In summary, Eden I&R served 397 people at events and fairs and distributed 5,495 pieces of outreach materials to service providers and residents of Alameda County during the month of August.</p>

Alameda County Summary By City

8/1/2016 Through 8/31/2016; 2-1-1

<i>City</i>	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	108	63	45	48	27	4	40	8	9	322
Albany	9	5	4	5	3	3	2	1	0	29
Berkeley	238	117	121	101	44	22	71	13	15	489
Castro Valley	49	22	27	21	6	5	16	5	3	89
Dublin	19	11	8	10	4	1	8	2	3	40
Emeryville	52	34	18	31	12	6	21	5	7	159
Fremont	208	119	89	98	45	32	62	20	21	413
Hayward	538	324	214	282	83	47	196	92	73	1239
Livermore	59	30	29	28	9	6	20	8	4	124
Newark	37	19	18	18	9	4	12	6	6	112
Oakland	1785	1004	781	848	296	183	566	190	184	4395
Piedmont	2	0	2	0	0	0	0	0	0	1
Pleasanton	28	15	13	14	2	4	9	4	4	50
San Leandro	237	148	89	120	41	20	91	27	21	541
San Lorenzo	36	21	15	20	10	5	13	5	2	87
Union City	67	50	17	45	17	14	27	14	7	147
Other	2174	229	1945	194	33	34	124	15	16	2128
Grand Total:	5646	2211	3435	1883	641	390	1278	415	375	10365

- 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 - Year To Date

7/1/2016 Through 8/31/2016; 2-1-1

City	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	203	100	103	78	35	9	64	19	19	619
Albany	25	12	13	10	6	7	3	1	0	68
Berkeley	456	184	272	153	62	43	100	19	21	998
Castro Valley	94	35	59	33	8	5	27	6	5	212
Dublin	44	23	21	21	6	6	14	2	3	80
Emeryville	101	48	53	44	14	6	33	9	11	279
Fremont	361	178	183	147	61	41	98	31	28	712
Hayward	1046	514	532	432	127	79	304	127	103	2637
Livermore	105	54	51	50	13	12	33	18	11	204
Newark	78	38	40	34	12	7	25	10	11	235
Oakland	3381	1583	1798	1315	449	286	888	301	262	8242
Piedmont	6	1	5	1	0	0	1	0	0	5
Pleasanton	64	36	28	33	9	6	24	10	7	133
San Leandro	431	236	195	194	74	38	143	42	33	1080
San Lorenzo	66	32	34	27	12	7	18	6	2	149
Union City	110	71	39	62	20	19	39	20	8	215
Other	4037	361	3676	304	59	59	177	34	30	3852
Grand Total:	10608	3506	7102	2938	967	630	1991	655	554	19720

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and quality assurance calls. Callers include individuals in need of resource referrals as well as service providers and advocates seeking resource referrals for clients.

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