



Office of the City Manager

April 19, 2016

To: Honorable Mayor and
Members of the City Council

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

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

Attached is the 2-1-1 Narrative Report for March 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: Gil Dong, Interim 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, Public Information Officer

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2-1-1 Alameda County Monthly Narrative Report: March 2016

Noteworthy Updates

During the month of March, 7,405 calls were handled by 2-1-1 Resource Specialists and 13,030 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 28% were single mothers with minor children, and 45% of households had a member living with disability. The call examples below show the breadth and depth of calls handled. Additionally, people were also relying on Eden I&R's websites, including our online health and human services resource directory; in March the website received 20,307 pageviews from 6,275 sessions/visitors.

The struggle to find affordable housing has intensified throughout Alameda County. 2-1-1 is doing its best to add Below Market Rate units into the Housing Database, as well as provide housing related services to keep people stably housed (e.g., provide eligible 2-1-1 callers with information about how to apply for General Assistance and CalFresh, potential financial resources that allow for more of the family's income to go toward rent).

At the Annual California Alliance of Information & Referral Services (CAIRS) Board Retreat, Eden I&R's Executive Director was presented with a plaque, that stated:

"CAIRS Board of Directors Recognizes Barbara Bernstein, Executive Director of Eden I&R/2-1-1 Alameda County...For 13 years of dedicated service as a member of the Board. Thank you Barbara for your tireless leadership as editor of the CAIRS newsletter and for your historic and heroic contribution to bringing 2-1-1 services to California."

The Deputy Director of Eden I&R reached out to the County of Alameda Emergency Services Department immediately upon learning that an ACE train derailed. Eden I&R inquired about how it could support the information sharing effort related to the event. The 2-1-1 Information Management Department was alerted, who then informed the 2-1-1 Call Center about the derailment via internal messaging. In keeping with Eden I&R's disaster response plan, the agency was on standby and prepared to assist by sharing updates and information to the public via the call center and website, had the County requested this response.

Call Information

Call Examples	~ A female resident of Alameda calling on behalf of a family member requested information on juvenile detention facilities and juvenile probation. The caller was provided information on Alameda County Probation Department's Juvenile Hall and Camp Sweeney, and the number for the Probation Department's Juvenile Probation Services.
	~ A resident of Albany called for assistance for herself and her young adult child who was depressed. The caller informed 2-1-1 that she was the victim of domestic violence. She was referred to Alameda County's Family Justice Center and The Family Violence Law Center for support for victims of domestic violence. She was also provided a referral to Alameda County Behavioral Health Care Services' ACCESS Program for mental health evaluation and care.
	~ A senior resident of Berkeley with both mental and physical disabilities called for information on In Home Supportive Services (IHSS), transportation, physical therapy, and assistance with a hearing for his disability benefits appeal case. The caller was referred to the People with Disability Foundation that assists with representation and appeal for public benefits for individuals with a disability. He was also referred to Alameda County Social Services Agency for application for IHSS subsidy; East Bay Paratransit for transportation; and Center for Elder Independence for adult day care services that include assistance with transportation. For physical therapy the caller was referred to Eden Medical Center Outpatient Rehabilitation Services, and Alameda Health Care Systems.
	~ A Castro Valley resident called seeking legal advice for home foreclosure. The caller was referred to Volunteer Legal Services Corporation through the Alameda County Bar Association; CalHFA Mortgage Assistance Corporation; HERA-Housing and Economic Rights Advocates; Neighborhood Assistance Corporation of America; and Homeownership Preservation Foundation.
	~ A Dublin resident called for senior support group information. She informed 2-1-1 she was feeling lonely as she was getting over the loss of a loved one. She was provided referrals to Senior Support Program of the Tri-Valley and to the Pleasanton Community Counseling Shelter.
	~ A case manager in Emeryville called for information on activities or programs for her clients who are a couple, both of whom are blind. The caller was provided with referrals to the Lions Center for the Blind and to the East Bay Center for the Blind, both of which offer a range of rehabilitation services and social activities.

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Call Examples	~ A resident of Hayward with temporary custody of her grandchildren called for referrals to parenting classes as well as counseling for her daughter, the parent of her grandchildren. The caller was referred to La Familia Counseling Service and Davis Street Family Resource Center for counseling, and to Love N Me Court Ordered Classes for parenting.
	~ A resident of Newark called in need of help covering funeral costs for an indigent loved one. The caller was provided a referral to the Mother Teresa Fund through The Catholic Funeral and Cemetery Services.
	~ A Pleasanton resident called for residential drug treatment programs for her son who was soon to be released from Santa Rita Jail. The caller was provided referrals to CURA Incorporated; Victory Outreach; Teen Challenge NorWesCal Nevada; and the Salvation Army's Adult Rehabilitation Center.
	~ A San Lorenzo resident called for referrals for counseling for her teen son who has Down Syndrome. The caller informed 2-1-1 that recently some family members had passed away which had been very distressing, particularly for her son. She was referred to the Davis Street Family Resource Center; Family Services Counseling and Community Resource Center; and Centro de Servicios.
	~ A Union City resident called seeking mental health evaluation and counseling for her 10-year-old son who was, according to the caller, "suffering." She informed 2-1-1 that her son had several mental health concerns that were impacting life at home and at school, and possibly also an undiagnosed disability. For a pediatric evaluation the caller was provided referrals to Children's Hospital in Oakland which offers a full range of outpatient psychiatric and psychological services; the Regional Center of the East Bay for support services; Tiburcio Vasquez Health Center for primary care, immunizations, counseling, and social services; Pathways to Wellness Medication Clinic for family therapy, medication and case management; Cal State University East Bay's Community Counseling Center for depression, anxiety, school difficulties, behavior problems of children, and communication problems; and to the Family Service Counseling and Community Resource Center.
Caller Feedback	~ "Your employee was very forthcoming with information and encouragement. She is an awesome representative! Thank you so much."
	~ "Your resource specialist did an excellent job, she's very thorough and answered all my questions. I received really good information, and I know that it will be beneficial; she is really professional and patient. I am disabled and sometimes ask for information to be repeated, she was patient. I really appreciate her, and she is definitely an asset to your agency. I reside in the City of Oakland. And thank you for your being there for me."
	~ "I live in Oakland. I just talked to a young lady on the 2-1-1 line, and she is so very helpful and she is the nicest person I talked to in a while. I got referrals for rental assistance, mental health and substance abuse. Things are really hard to describe right now, but thank her and thank you guys for your help."
	~ "I was looking for legal assistance, information for low income housing for seniors. Your staff recommended me to some agencies that I am going to follow up on. She is very sweet, very professional, and I appreciate the patience. I love Oakland and talking to her gave me hope that I may not have to leave Oakland. I will be calling 2-1-1 again."
Staff Inservice Training Sessions	~ Alameda County Public Health Department of Nursing In-Service Presentation
	~ Fremont Family Resource Center In-Service Presentation
	~ 2-1-1 Staff and 2-1-1 Back-Up Team FileMaker Training on 2-1-1 Databases
	~ Adult Protective Services (APS) training for mandated reporters
	~ Berkeley Food and Housing Project In-Service Presentation

Resource Information And Technology Updates

Services Database	~ One new agency was added to the services database this month.
	~ The services database contains 1,141 agencies and 2,917 programs.
	~ The process of updating the 506 Non-Directory agencies in the services database continues. So far we have updated 194 agencies.
Housing Database	~ 409 new units were added to the housing database this month.
	~ The Housing database contains 83,067 total housing units.
	~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.

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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 20,307 pageviews from 6,275 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in March: Information on how to get free tax preparation assistance, Eden I&R helped house a veteran who had been on the street for over 25 years, and information on the 2016 edition of the Big Blue Book .
Technology	<p>~ Moved and configured printers, computers, and phone/data cables in support of the recent new hires, re-design of the new call center and re-design of the agency's multi-purpose room.</p> <p>~ The info management team informed 2-1-1 staff of the ACE Train derailment through a memo in our internal system. The team remained prepared to distribute information should it have been required.</p> <p>~ The last remaining technology equipment was ordered through the AC Transit partnership grant and project that promotes mobility management through 2-1-1.</p>

Outreach/Public Information Activities	
Meetings	~ Management staff have been meeting with AICo VOAD including representatives from the American Red Cross and Alameda County Community Food Bank, as the disaster network assists in strengthening Eden I&R's capabilities to respond to a disaster and assist partner organizations.
	~ There have been several meetings to discuss the possibility of Eden I&R taking on some of CARD's disaster trainings to help vulnerable populations be better prepared when a disaster should occur.
	~ The Executive Director, as the Communication Chair for the California Alliance of Information & Referral Services (CAIRS), attended the annual Board Retreat at beautiful Asilomar. The constant rain did not dampen the spirit of the statewide board that determined that the annual fall conference will be held in Sacramento this year, and will have several tracks including Leadership/communication: For Progress, Since Resistance is Futile; Technology: The Future is Here; and Program Flexibility: Go Where No Person Has Gone. Also discussed were SB1212, the bill that will assist in getting 211 service throughout the remaining areas of California not yet connected to resources through 2-1-1.
	~ The Executive Director attended the Alameda County Budget Workshop in order to stay abreast of the county's ability to respond to the needs of Eden I&R's client population, who are vulnerable, underserved, extremely low income individuals, and families with multiple needs.
	~ The Executive Director updated the Hayward Community Services Committee regarding the past fiscal year, current services, and proposed enhancements to 211 on behalf of that city's residents.
	~ The Executive and Deputy Directors attended the monthly regional Bay Area Partnership meeting in Oakland where county updates were exchanged and discussions included the merging of the United Way of Silicon Valley and the United Way of the East Bay. Both United Ways manage multiple county 211 data and outsource their calls to other 211 centers. Also discussed were "open referral" efforts and projects that are varied, interesting, take staff time, and are completely unfunded.
	~ As part of the FY2017 funding application cycle, the Development Consultant made 2-1-1 presentations at the City of Pleasanton's Human Services Commission and the City of Fremont Human Relations Commission meetings.
	~ The Deputy Director and 2-1-1 Program Manager attended the second Coordinated Entry System (CES) Committee meeting where the revised Guiding Principles for CES were shared. Attendees participated in a discussion and activity where each group was asked to consider clients' various needs and barriers for housing and then prioritize needs with the intent to assess and determine client vulnerability. Two methods for best matching clients to housing services were discussed: "continuous" matching vs. "bucket" matching.
	~ The Deputy Director attended the Alameda County Emergency Managers Association monthly meeting at the EOC in Dublin. This meeting focused on the Valley Fire response and highlighted various representatives who shared how their respective agency had responded to the Valley Fire in Lake County in the fall of 2015. Eden I&R was invited to present at the June EMA meeting on June 2 at the American Red Cross in Oakland.

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<p>Meetings</p>	<p>~ The Deputy Director attended the Fiscal/Procurement Workgroup at the Probation Department to hear about and share input related to service gaps for probation and re-entry individuals and families. Government and community partners attended this meeting and provided a wealth of ideas and suggestions to the Probation Department.</p>
	<p>~ The Deputy Director attended Oakland's Emergency Management and Disaster Preparedness Council Meeting and participated in a Recovery Framework Workshop where attendees discussed in groups Recovery Support Functions. Groups identified supporting agencies for each function and prioritized pre-disaster actions that partners should consider. Eden I&R contributed to the Health and Human Services and Housing Recovery Support Functions groups.</p>
	<p>~ The Executive Director has been meeting with city and county representatives regarding FY2017 211 enhancements and funding levels.</p>
	<p>~ The Development Consultant participated in a workshop, sponsored by the Foundation Center, called "Top 10 Tips for Successful Fundraising." She gleaned some helpful and practical information, particularly related to online donations and how to harness social media for fundraising.</p>
	<p>~ The Development Consultant participated in an informational webinar to learn about HandUp, a charitable giving platform.</p>
	<p>~ The Development Consultant attended the Alameda County Probation Department's Fiscal/Procurement Workgroup meeting. Updates were provided on an assortment of Requests for Proposals (RFP) currently or soon to be released by Probation and input was gathered to inform future RFPs and how to fill the existing gaps and best meet the needs of the re-entry population.</p>
<p>Fairs/Events/and Outreach</p>	<p>~ The Executive Director attended the 40th Anniversary event for CompassPoint at the Oakland Museum. It was a wonderful party celebrating the multiple ways in which nonprofits like Eden I&R have benefited from CompassPoint's expertise and assistance.</p>
	<p>~ 2-1-1 staff hosted a booth and provided resource referrals to participants at Laney College Resource Fair, Chabot College Spring Career Fair, Alameda County Transition Information Faire, Davis Street Health Fair, Safe Kids Day at Oracle Arena, Project Homeless Connect in Oakland, and the Community Housing Resource Fair at CALPEP.</p>
	<p>~ Eden I&R program materials were distributed to attendees at the AICo Emergency Managers Meeting and by request to the Davis Street Family Resource Center and the City of Union City.</p>
	<p>~ AHIP staff hosted its quarterly Housing 101 Workshop: How to stay housed at the Office of AIDS Administration in Oakland and distributed 2-1-1 and AIDS Housing Information Program materials to attendees.</p>
	<p>~ In March, Eden I&R served 569 people at events and fairs and distributed 3,484 outreach materials to service providers and residents of Alameda County.</p>

Alameda County Summary By City

3/1/2016 Through 3/31/2016; 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	198	130	68	90	38	18	72	49	31	362
Albany	21	8	13	8	4	4	4	1	1	46
Berkeley	358	176	182	129	68	35	94	39	26	710
Castro Valley	87	44	43	34	15	5	29	14	8	199
Dublin	47	25	22	21	11	3	18	8	5	90
Emeryville	43	25	18	16	6	3	13	6	4	120
Fremont	251	137	114	111	39	33	78	56	28	481
Hayward	929	554	375	396	163	72	324	216	118	1867
Livermore	102	68	34	46	19	11	35	23	13	149
Newark	87	54	33	38	14	3	35	24	14	162
Oakland	3405	1751	1654	1268	601	272	996	607	372	6590
Piedmont	8	2	6	2	1	0	2	0	0	7
Pleasanton	39	18	21	16	4	4	12	8	4	77
San Leandro	460	321	139	220	94	46	174	108	70	880
San Lorenzo	52	37	15	34	14	6	28	16	8	120
Union City	113	72	41	50	22	13	37	32	19	245
Other	1204	182	1022	137	65	33	103	41	20	924
Grand Total:	7405	3604	3801	2616	1178	561	2054	1248	741	13030

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

7/1/2015 Through 3/31/2016; 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	1695	1028	667	498	214	95	403	227	138	3470
Albany	159	77	82	44	25	17	27	13	7	333
Berkeley	4106	2174	1932	929	455	232	697	343	240	7318
Castro Valley	901	506	395	284	112	64	220	113	70	1687
Dublin	361	175	186	115	49	20	95	52	30	698
Emeryville	385	256	129	121	39	28	93	53	37	723
Fremont	2567	1461	1106	847	301	216	631	370	205	4711
Hayward	8429	4823	3606	2461	928	491	1968	1247	719	15816
Livermore	1087	589	498	360	136	70	290	195	120	1921
Newark	786	411	375	251	89	47	204	153	86	1432
Oakland	34878	16965	17913	7960	3300	1784	6171	3798	2499	62947
Piedmont	57	6	51	6	3	3	3	1	0	65
Pleasanton	393	201	192	126	37	22	104	62	36	830
San Leandro	4031	2568	1463	1251	510	275	975	593	353	7774
San Lorenzo	510	325	185	190	65	33	157	102	62	1020
Union City	993	670	323	370	111	81	289	207	116	1936
Other	10998	1448	9550	962	371	226	735	330	209	6157
Grand Total:	72339	33683	38656	16775	6745	3704	13062	7859	4927	118843

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