



Office of the City Manager

April 28, 2017

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 March 2017, 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 March, 5,339 calls were handled by 2-1-1 Resource Specialists and 7,409 health, housing and human service referrals were provided. Of the unduplicated callers, 74% were female, 24% were single mothers with minor children, and 55% reported they were living with disabilities. (These statistics exclude callers who opted to not provide demographic information during intake.) 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 services resource directory; in March they received 19,641 pageviews and 6,055 sessions.

Catholic Charities of Santa Clara County reached out to Eden I&R inquiring about the Housing Database and resources available to assist individuals and families who had been displaced from homes after the recent flooding in San Jose. With experience responding to local disasters and access to a robust housing database, Eden I&R was well positioned to partner with Catholic Charities and provide housing resource assistance to displaced households. Eden I&R deployed a temporary Housing Resource Specialist Rover, filled by one of the 2-1-1 Phone Resource Specialists. Equipped with a laptop and remote access to both the housing and services database, the Rover has been working in San Jose over the course of several weeks assisting caseworkers and those impacted by the floods and providing housing referrals.

When a fire broke out at the building located at 2551 San Pablo Avenue in Oakland, Eden I&R staff monitored news about the event, as with any local disaster. The Disaster Preparedness Coordinator and members of the management team were in close contact with City of Oakland staff and the American Red Cross in the hours and days after the fire. Eden I&R was asked to lend our support by staffing the local assistance center to offer resource referrals to people displaced by the fire. Additionally, 2-1-1 Alameda County handled calls related to the fire, examples of which have been included below.

Eden I&R is pleased to announce this month that Colleen Miller joined our team as Development Manager. Colleen has worked in the nonprofit sector, primarily as a fundraiser, for almost 30 years. She has a true commitment to working with the most vulnerable in our society, and, in particular, with children, teens and young adults. Colleen has held previous development positions at Covenant House California, Catholic Charities of the East Bay, and Family Builders by Adoption. Colleen has a B.A. in Russian Language and is currently working on a Masters in Fundraising and Philanthropy. Colleen believes that, "Poverty and lack of education must be challenged," and views the services provided by Eden I&R as vital to making this statement come true. Eden I&R is excited to welcome Colleen!

**Call Information**

<b>Call Examples</b>	~ A Livermore resident called on behalf of her mother who was living in a hotel, which the caller said was uninhabitable. The caller informed 2-1-1 that her mother had suffered a stroke and received SSI and a pension. 2-1-1 provided the caller with referrals to The Stegner Registry, a residential registry that assesses the cognitive, physical, and social needs of elders, determines their financial limitations, considers their desired location and then makes referrals to appropriate licensed facilities for seniors seeking an assisted living environment. 2-1-1 also provided referrals for IHSS, In Home Support Services-Alameda County Social Services, as well as the Oak Center Towers-Episcopal Senior Communities.
	~ A Berkeley resident called wishing to donate items to individuals impacted by the San Pablo Avenue building fire in Oakland. 2-1-1 referred the caller to the American Red Cross.
	~ A Hayward resident called seeking information on how to gain custody of her sister's child who had been removed by CPS. The caller informed 2-1-1 that her sister suffered from drug addiction and had been unstable and homeless. The sister had abandoned the child and gone into a detox program, which had resulted in CPS becoming involved. The family had concerns that the child would eventually go into foster care and wanted to step in to prevent this from happening. The caller was referred to Alameda County Social Services Agency Children and Family Services Department.
	~ A resident of Oakland informed 2-1-1 that she was homeless, suffered from mental disability and seizures, and received SSI income. The caller was in need of low-income housing. 2-1-1 provided the caller with referrals to the Coordinated Entry System (CES)- Berkeley Food and Housing Project, Center for Independent Living, and Satellite Affordable Housing Associates.
	~ An Oakland youth displaced by the San Pablo Avenue building fire called for assistance with shelter. The caller informed 2-1-1 that he was a student, who had signed up for a student loan to help with school and living costs. The caller was referred to YEAH! - Youth Engagement Advocacy Housing for shelter. YEAH provides shelter 7 nights a week, year round, breakfast, dinner, shower and laundry facilities, clean garments, medical referrals and onsite therapy.



## 2-1-1 Alameda County Monthly Narrative Report: March 2017

<b>Call Examples</b>	~ A Kaiser social worker in Oakland called for information on behalf of her patient who needed a ramp in his home due to physical limitations, but did not know where to start. 2-1-1 referred the caller to the Center for Independent Living for ramps and interior modifications.
	~ An Alameda resident called as she was in need of rental deposit assistance. The caller informed 2-1-1 that she had applied for Season of Sharing and had been informed that she was ineligible when she did a phone intake. When asked what she had reported, the 2-1-1 Phoneline Resource Specialist realized that the caller had incorrectly completed the intake. 2-1-1 encouraged the caller to redo the phone intake with corrected information, requesting only the maximum permitted deposit assistance. For additional deposit assistance, 2-1-1 provided the caller with a referral to the Emergency Assistance and Referrals Program through the Society of St. Vincent de Paul for potential assistance.
<b>Caller Feedback</b>	"I live in Fremont, and I was very happy with the service received, thank you very much."
	"Hi, I live in Oakland. I was just helped by 2-1-1. You were what I needed. You were able to give me a bunch of numbers and point me to the right direction. Thank you, and I will refer you to my friends."
	"I was calling from Union City, and I was calling about programs that can help me. Your employees are very kind and very helpful. I have a lot of information that I can look into. Thank you."
	"I just want to say that 2-1-1 gives helpful information, was very good, and a great resource for people who are in need of some information. Keep up the good work, thank you."
	"Hello, I live in Livermore, and I want to let you know that the lady that helped me is absolutely wonderful; she gave me so much information. I can't thank her enough, and I want you to know that she is great."
	"I live in Pleasanton, and I just spoke to 2-1-1. The information 2-1-1 provided me with was awesome. I so thank you for being there for me. God bless you all for what you do."
	"Hi, I live in Castro Valley. Your operator did a great job. I found her to be compassionate and respectful, and she gave me quite a bit of information and referrals."
<b>Staff In-service Training Sessions</b>	~ March 1st - 2-1-1 Call Center Staff Meeting
	~ March 8th - In-service presentation by the Stride Center on on technology/computer training
	~ March 15th - 2-1-1 Call Center Staff Meeting
	~ March 22nd - In-service presentation by Nasiri Law on immigration law.
	~ March 29th - In-service presentation by Center for Independent Living on programs for people living with disabilities
<b>Resource Information And Technology Updates</b>	
<b>Services Database</b>	~ Two new agencies and five new programs were added to the Services Database this month.
	~ The Services Database contains 1,169 agencies and 3,006 programs.
	~ Easter Programs were updated in the database.
<b>Housing Database</b>	~ 226 new units were added to the housing database this month.
	~ The Housing database contains 85,413 total housing units
	~ Housing Subscriptions (mail, PDF, & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.
<b>Online Services Website</b>	~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at <a href="http://www.edenir.org">www.edenir.org</a> and <a href="http://www.211alamedacounty.org">www.211alamedacounty.org</a> , and <a href="http://www.alamedaco.info">www.alamedaco.info</a> . This month the Online Services Directory received 19,641 pageviews and 6,055 sessions/visitors.
<b>Website Updates</b>	~ Updated our public-facing website highlighting Dublin's Recognition Award presented to Eden I&R; added links promoting registration for Disaster Preparedness Webinar; and continued hosting news links to updated information on regions still involved in storm disaster recovery efforts.



<p><b>Technology</b></p>	<p>~ The creation of a new Eden I&amp;R website is underway. A current draft website is being reviewed by staff for final feedback and changes. Once the site is fully ready it will be launched and shared with partners.</p>
	<p>~ An automated method of sharing community alerts was put in place using e-mail. This new method assures that community alert communications continue to be delivered directly to staff 24/7.</p>
	<p>~ Staff participated in the Regional Critical Infrastructure Security and Resilience (RCISR) internet meeting to look at the potential for improving the exchange of information between organizations during a disaster.</p>
<p><b>Outreach/Public Information Activities</b></p>	
<p><b>Meetings</b></p>	<p>~ The Executive Director made a presentation to the Pleasanton Human Services Commission giving highlights of the last 10 years of 2-1-1 service to Pleasanton residents and employees as part of a request for continued city funding for FY18.</p>
	<p>~ The Executive Director attended a bidders conference that provided information on an RFP for the County's planned Coordinated Entry System.</p>
	<p>~ Members of the management staff hosted a city staff member and a member of the Human Relations Commission from the City of Fremont for a monitoring visit. Among the topics discussed were Eden I&amp;R's budget, the migration to iCarol database, and ways that 2-1-1 serves Fremont residents and employees.</p>
	<p>~ The Executive Director met with the Executive Director of the Contra Costa Crisis Center, the organization that operates 2-1-1 Contra Costa. A tour of the Contra Costa Crisis Center was provided and that agency's Executive Director graciously provided much information about the operations and funding of 2-1-1 Contra Costa as well as sharing agency best practices.</p>
	<p>~ The Executive Director participated in the monthly 2-1-1 CA conference call. Topics discussed included expectations of the 2-1-1 CA Network and an update on SB1212 implementation.</p>
	<p>~ Members of the management staff hosted a staff member from Alameda County Social Services Agency for a monitoring visit, and were informed that the agency is in full compliance of contractual requirements.</p>
	<p>~ The Executive Director participated as a member of the AICo VOAD Executive Committee call. Topics discussed included reviewing a new presentation created to inform more groups and organizations about AICo VOAD, a review of some new potential organization logos, and prep for the April quarterly meeting.</p>
	<p>~ The Executive Director, Deputy Director, and Disaster Preparedness Coordinator had a phone meeting with the agency's Program Officer from the Walter &amp; Elise Haas Fund to provide an update on the current grant the Haas Fund generously made to Eden I&amp;R to create the Disaster Preparedness Coordinator position and provide preparedness trainings and workshops to agencies serving vulnerable populations throughout Alameda County.</p>
	<p>~ The Executive and Deputy Director attended the PAPCO meeting at which funding recommendations for fiscal year 17-18 were made, including support of Eden I&amp;R's One-Call, One-Click Mobility Management Project that provides transportation information and referrals to seniors and people living with disabilities. Recommendations next go to the Alameda County Transportation Commission for approval.</p>
	<p>~ The Executive Director attended a briefing given by County Administrator Susan Muranishi, Principal Analyst Melanie Atendido, and County Supervisor Keith Carson that included a state/federal budget update and both a current year update and 2017-18 budget development in Alameda County.</p>
	<p>~ Members of the management staff hosted a meeting with Rey Faustino, the CEO &amp; Founder of One Degree, to discuss ideas for possible collaboration among our two agencies.</p>
	<p>~ The Executive Director attended the annual meeting of the Senior Services Coalition, a member organization that works to shape public policy for those over (or who one day will be!) 65. Among the day's activities were time for networking, policy updates, and a visioning exercise.</p>
<p>~ The Deputy Director attended the Alameda County Workforce Development Board Program Operators Quarterly Meeting. Partners learned about apprenticeship programs, discussed next steps for the WIOA MOU process, and reviewed local and regional plans and initiatives.</p>	



## 2-1-1 Alameda County Monthly Narrative Report: March 2017

<b>Meetings</b>	~ The Deputy Director and 2-1-1 Program Manager participated in an online webinar time survey training that reviewed how to properly account for claimable time and to allocate costs related to administrative activities performed for County-Based Medi-Cal Administrative Activities (CMAA).
	~ The Deputy Director attended the Probation Department's Fiscal and Procurement Workgroup meeting and learned about the 1400 Jobs Initiative and website, Five Keys Charter School program, and FY 17 and FY 18 funding updates.
	~ The Deputy Director attended City of Hayward's Community Services Commission Meeting to hear about Commission's recommendations for FY 18 funding, including funding for 2-1-1 Alameda County.
	~ The Deputy Director presented about 2-1-1 Alameda County to the City of Dublin's Human Services Commission and learned that the Commission is recommending Eden I&R for FY18 funding.
	~ The Deputy Director participated in the Eden Area One-Stop Partners meeting and learned about Eden Area training and workforce development programs and apprenticeship opportunities.
	~ The Development Manager met with the District Director for Senator Nancy Skinner to discuss 2-1-1 Alameda County and how crucial it is to those in need in Alameda County. Senator Skinner's district includes the cities of Berkeley, Oakland, and San Leandro.
	~ The Development Manager met with the Community Manager of Alaska Airlines, in addition to colleagues from Virgin America, which has merged with Alaska Airlines. The Development Manager met to discuss Eden I&R and 2-1-1 with the hope of future funding.
	~ The Development Manager attended the Community Corrections Partnership Executive Committee Meeting as a representative of the Executive Director.
<b>Fairs/Events/ Outreach</b>	~ 2-1-1 staff hosted a booth and provided resource referrals to participants at the Know your Rights Workshop in Oakland, the 2017 Berkeley Emergency Preparedness Fair in Berkeley, the Parent/Student Resource Fair for SLUSD in San Leandro, the Ariel transitional housing event in Oakland, and the Transition Information Faire in Alameda.
	~ 2-1-1 staff conducted trainings for, and provided resource referrals to, participants at the Health Nutrition Advisory Committee Meeting in Union City (both a presentation on 2-1-1 and a disaster training), the Parent Meeting at John Muir Head Start Program - Disaster Training in Hayward, the Alameda County Service Provider Summit in Pleasanton, the EMADPC (Emergency Management and Disaster Preparedness Council) in Oakland, a Seniors Group at Sri Siddhi Vinayaka Cultural Center in Fremont (both a presentation on 2-1-1 and a disaster training), the 2017 Berkeley Emergency Preparedness Fair in Berkeley (a Disaster Training), and the Young Adult Job Fair in Hayward.
	~ Outreach materials were distributed to attendees at the Know your Rights Workshop in Oakland, the 2017 Berkeley Emergency Preparedness Fair in Berkeley, the Parent/Student Resource Fair for SLUSD in San Leandro, the Ariel transitional housing event in Oakland, and the Transition Information Faire in Alameda; and by request to the Alameda County Bar Association in Oakland, the South Hayward Collaboration Event in Hayward, Homeless Advocates in Kensington, the City of Berkeley HHCS in Berkeley, Swords to Plowshares in Oakland, the KC Family Program in Oakland, the 4C's Oakland Office in Oakland, La Familia in Oakland, the Alameda County Housing Authority in Oakland, the Transit Senior Center in Pleasanton, and the Oakland Family Resource Center in Oakland.
	~ In summary, for March, Eden I&R served 977 people at trainings, events, and fairs, and distributed 7,294 pieces of outreach materials to service providers and residents of Alameda County.

**Alameda County Summary By City**

**3/1/2017 Through 3/31/2017; 2-1-1**

<i>City</i>	<sup>1</sup> Total Calls	<sup>2</sup> Client Calls	<sup>3</sup> General Calls	<sup>4</sup> Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	<sup>5</sup> Youth Under 18	Single Mom W/Minor Children	Referrals
Alameda	140	59	81	48	21	7	34	11	8	234
Albany	12	2	10	2	1	0	2	0	0	12
Berkeley	259	97	162	83	38	20	51	14	8	391
Castro Valley	55	28	27	27	8	7	16	7	4	124
Dublin	28	8	20	8	5	1	6	1	1	33
Emeryville	36	15	21	12	5	3	9	2	2	60
Fremont	228	88	140	70	29	14	52	22	10	356
Hayward	608	256	352	204	86	46	132	63	36	1003
Livermore	84	37	47	29	11	3	22	15	11	115
Newark	44	24	20	21	10	4	17	10	7	89
Oakland	2229	922	1307	758	311	170	486	224	155	3616
Piedmont	3	0	3	0	0	0	0	0	0	2
Pleasanton	52	20	32	19	6	6	8	6	3	67
San Leandro	343	146	197	122	56	37	74	35	26	550
San Lorenzo	41	20	21	14	6	2	12	5	3	64
Union City	96	42	54	36	17	9	22	14	4	157
Other	1081	100	981	93	24	14	40	14	10	536
<b>Grand Total:</b>	<b>5339</b>	<b>1864</b>	<b>3475</b>	<b>1546</b>	<b>634</b>	<b>343</b>	<b>983</b>	<b>443</b>	<b>288</b>	<b>7409</b>

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.

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**

**7/1/2016 Through 3/31/2017; 2-1-1**

<i>City</i>	<sup>1</sup> Total Calls	<sup>2</sup> Client Calls	<sup>3</sup> General Calls	<sup>4</sup> Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	<sup>5</sup> Youth Under 18	Single Mom W/Minor Children	Referrals
Alameda	961	532	429	312	134	55	228	96	65	1907
Albany	95	38	57	32	16	10	21	9	3	185
Berkeley	2382	1162	1220	789	284	182	538	282	163	3968
Castro Valley	457	230	227	171	52	32	125	50	36	833
Dublin	239	135	104	97	36	17	73	34	23	430
Emeryville	454	274	180	164	68	35	117	46	36	909
Fremont	1872	952	920	587	229	140	407	193	114	3278
Hayward	5079	2722	2357	1721	569	342	1227	707	429	9929
Livermore	590	272	318	200	68	43	141	82	50	966
Newark	364	195	169	137	44	30	100	66	40	818
Oakland	17607	8954	8653	5655	2034	1225	3870	1926	1289	33548
Piedmont	25	2	23	2	0	0	2	0	0	26
Pleasanton	307	152	155	116	31	28	74	43	25	488
San Leandro	2418	1404	1014	834	323	196	587	280	167	4902
San Lorenzo	311	182	129	120	46	25	84	43	28	565
Union City	590	333	257	222	74	59	145	102	52	1032
Other	13019	1478	11541	1396	205	235	632	178	110	9875
<b>Grand Total:</b>	<b>46770</b>	<b>19017</b>	<b>27753</b>	<b>12555</b>	<b>4213</b>	<b>2654</b>	<b>8371</b>	<b>4137</b>	<b>2630</b>	<b>73659</b>

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.

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.