



Office of the City Manager

June 22, 2017

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 May 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 May, 6,138 calls were handled by 2-1-1 Resource Specialists and 8,707 health, housing and human service referrals were provided. Of the unduplicated callers, 76% were female, 28% 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 May they received 17,940 pageviews and 4,892 sessions.

On May 4, Eden I&R participated in East Bay Gives, the 24-hour online giving event organized by the East Bay Community Foundation. A total of 254 nonprofit organizations participated in this year's event. More than 8,500 donations were made during the 24-hour timeframe totaling \$1,097,956. This was the second year Eden I&R was involved. Staff attended several orientations, boot camps, and webinars offered by the Foundation and built on lessons learned from our participation last year. We set a goal to raise \$3,400, double the amount raised in 2016. Through the hard work of our staff and board spreading the word about East Bay Gives to their own networks, and the incredible generosity of donors, we exceeded the goal by nearly 60%, raising more than \$5,400! We are thrilled by this success and these unrestricted dollars raised will go a long way to helping Eden I&R serve the community.

Owner Appreciation Day, held on May 20, was one of the many Affordable Housing Week events sponsored by EBHO (East Bay Housing Organization) and produced through a partnership between Oakland Housing Authority and Eden I&R. It was an opportunity for local landlords to learn about the new Section 8 incentive programs through the Oakland Housing Authority and Eden I&R's rental listing service. Eden I&R invited and organized local vendors to host tables at the event, providing useful information to property owners and a chance to share their services. Eden I&R presented its housing services to the more than 120 landlords who were in attendance, many of whom were excited to learn about the new incentives.

Call Information

Call Examples

~ A senior female resident of Pleasanton was in need of financial assistance to pay for a dental crown. The caller had no health insurance or Medi-Cal with which to cover the expense and her income consisted of a small widow's pension. 2-1-1 referred her to the Donated Dental Services Program of the California Dental Association, which provides affordable dental care referrals to seniors aged 60 and over. In addition, the caller was referred to the Native American Health Center's Dental Clinic, which offers comprehensive dental care services for adults and children based on a sliding fee scale set by federal poverty guidelines.

~ A male married resident of Fremont with children called for tenant's rights counseling because his landlord was evicting him in order to remodel his apartment and was withholding financial assistance to help him move. 2-1-1 referred the caller to the City of Fremont's Fair Housing and Tenant/Landlord Services for information on evictions and fair housing laws. Additionally, 2-1-1 referred the caller to Tenants Together, a statewide renters' rights organization that operates a hotline for tenants who have issues with their landlord. Lastly, because one of the caller's children was four years old, 2-1-1 referred him to the Help Me Grow Program of Alameda County First 5, which partners with parents to support their children's development and connects them to local support and services.

~ A Livermore resident in his twenties, who indicated that he had a disability, requested assistance with applying for Social Security disability benefits. 2-1-1 referred him to the East Bay Community Law Center in Berkeley, an agency that offers assistance with application and retention of public benefits. He was also referred to the Homeless Action Center in Oakland, an agency that provides free legal assistance with acquiring public benefits. Because the caller also requested a medical clinic that would evaluate his suitability for disability benefits, 2-1-1 referred him to Axis Community Health in Livermore, a medical clinic that offers primary care services and accepts Medi-Cal as a form of payment, as the caller was enrolled in Medi-Cal. Lastly, 2-1-1 referred the caller to the Anthropos Counseling Center in Livermore, which provides mental health counseling on a limited reduced fees basis.

~ A Mandarin speaking resident of Dublin with a physical disability and on Supplemental Security Income (SSI) of \$895 per month was seeking a referral to low-income, subsidized housing. Because her income was so low, the caller was unable to afford a market rate apartment. 2-1-1 referred her to three affordable apartment listings with an open waitlist to apply at three separate locations in Oakland and in Pittsburg.

<p>Call Examples</p>	<p>~ An Oakland resident who was off work because of a fractured foot was in need of rental assistance. The caller hoped to soon receive disability benefits, but in the meantime needed financial help to pay rent for the current month. 2-1-1 referred the caller to two rental payment assistance programs: Season of Sharing - Alameda County Social Services Agency that provides one-time delinquent rent funds to eligible individuals to help them maintain their housing, and the Critical Family Needs program offered by Catholic Charities of the East Bay, which provides rental or eviction prevention assistance to eligible Oakland residents experiencing a housing crisis.</p>
	<p>~ A homeless female resident of Hayward with dual diagnosis requested psychiatric care services, and assistance with finding housing. The caller's main symptoms were alcoholism and depression. 2-1-1 referred the caller to the Pathways to Wellness Medication Clinic in Oakland, which offers mental health services and therapy as well as medication and case management. To help the caller locate permanent housing, 2-1-1 referred her to two agencies that administer the Home Stretch Program: Abode Services and the Homeless Action Center in Oakland. The Home Stretch program helps homeless individuals and families with disabilities find permanent supportive housing and appropriate services as expeditiously as possible.</p>
	<p>~ A senior female who lives alone in Berkeley requested information on home-delivered meal programs. 2-1-1 referred the caller to the City of Berkeley's Aging Services – Meals on Wheels program, which provides home-delivered meals to frail, homebound seniors aged 60 and over who are unable to obtain proper nutrition for themselves. In addition, the caller requested information on senior centers in Berkeley and was referred to the North Berkeley Senior Center, which offers social and recreational activities to seniors over the age of 55.</p>
	<p>~ A victim of domestic violence called from Alameda to request information on finding an apartment to rent, as well as rental deposit assistance. She is a single mother with two children. 2-1-1 referred her to a 2-bedroom apartment located in Richmond. In addition, she was referred to Season of Sharing that provides one-time rental deposit funds to eligible individuals to help them move into permanent housing. Because she was also experiencing problems with her current landlord, 2-1-1 referred the caller to ECHO Housing's Tenant/Landlord Counseling program. This program offers information on housing rights and responsibilities to residents of the City of Alameda.</p>
<p>Caller Feedback</p>	<p>"I had a very pleasant experience with 2-1-1. I greatly appreciate everything you do for me, and I think 2-1-1 is a great service to help people in need. I will follow through with your referrals. Thank you so much for everything you have helped me with today. Thank you again, and good bye."</p>
	<p>"Hello, we live here in Oakland and we call 2-1-1 when we need help to find housing and other things that we need. You have been very helpful. I like the idea that you can send information over the phone [text] which is great because sometimes you can't write that well, so that's good, and I like that. I just want to say thank you to 2-1-1 and thank you for being there for us! We love you! Thank you."</p>
	<p>"I live in Oakland and I wanted to thank 2-1-1 for assisting me and giving me hope and comforting me at a time when I was stuck and needed shelter desperately. I thank you for that and I will get back to you if I still need help. Thank you so much again."</p>
	<p>"Yes, the comments that I have to give basically are that yours has been a great service, in terms of accuracy. Thank you! "</p>
	<p>"Thank you 2-1-1 for being here and providing services to our community. Thank you for listening and being compassionate. [Your Phone Resource Specialist] was very professional. Please tell her that I got approved for eason of Sharing and my new apartment, just waiting on Housing Authority to do their part."</p>
	<p>"I had called 2-1-1 for help and they gave me a referral for assistance with my PG&E bill, which is very good, because everything is going to work out fine. They are helping me pay my PG&E bill. So thanks very much. I'll talk to you next time I need help. Thank you."</p>
<p>Staff Inservice Training</p>	<p>~ In-service presentation by Eden I&R's AHIP (AIDS Housing Information Program) Coordinator about the Home Stretch Program</p>
	<p>~ In-service presentation by the Alameda County Probation Department</p>
	<p>~ 2-1-1 Staff Meetings held on May 3rd, May 17th, and May 31st</p>

Resource Information And Technology Updates	
Services Database	~ No new agencies added. One new program was added to the Services Database this month.
	~ The Services Database contains 1,170 agencies and 3,009 programs.
	~ A volunteer continued to help in the Information Management Department with the process of researching e-mail addresses in iCarol for automated verification.
Housing Database	~ 312 new units were added to the housing database this month.
	~ The Housing database contains 85,600 total housing units
	~ 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 17,940 pageviews and 4,892 sessions/visitors.
Website Updates	~ Eden I&R's public facing website was updated with highlights from Owner Appreciation Day Fair on May 20th; continued promotion of a link offering registration for Disaster Preparedness Webinar.
Technology	~ Progress has been made on evaluating vendors to provide new Cat-6 cabling for our buildings. When funding becomes available, the new cabling will be an improvement over current data network wiring and will be a critical foundation for any future phone system improvements.
	~ Updated GETS/WPS information for the organization to enable additional staff to make outbound calls during a disaster in which phone line congestion may occur. Established a new point of contact for the organization and provided an access card for our After Hours program staff, should an event occur during after hours.
Outreach/Public Information Activities	
Meetings	~ The Executive Director attended the Pleasanton City Council meeting to introduce herself as the agency's new Executive Director, thank the council members for the city's support of 2-1-1, and to express appreciation for the opportunity of working with city staff as thought partners on how best to meet the needs of Pleasanton residents moving forward.
	~ At the invitation of CityServe of the Tri-Valley's Executive Director, Gloria Gregory, the Executive Director attended the CityServe Community Meeting and gave a presentation about 2-1-1 with a particular focus on how it serves residents and employees of the Tri-Valley. The meeting, hosted by Shepherd's Gate Life Center in Livermore, was attended by city staff from Livermore and Pleasanton, and representatives from many different community-based and faith-based organizations serving the Tri-Valley. Presentations were also given by Pastor Clevester J. Hines from Providence Christian Fellowship; Becky Hopkins, City of Pleasanton's Community Services Manager; Laura Page from Child Care Links; and Teresa Livingston from Swords to Plowshares. A young woman also shared her incredible story about how she left an abusive relationship and, with assistance from several community resources including CityServe and 2-1-1, got emergency shelter, food, clothing and other immediate needs for herself and her three children and has since obtained employment, a car, and housing. We are so proud to hear that 2-1-1 contributed to her success.
	~ The Executive Director attended the Dublin City Council meeting. The city council approved the Human Services Commission's funding recommendations for FY17/18, including continued support of 2-1-1.
	~ The Executive Director attended a Bidders Conference to learn more about an RFP recently released by Alameda County SSA for immigrant and refugee support services. 2-1-1 has always connected these populations to needed information and resources. Since the November election, however, Eden I&R is making concerted efforts to spread the word about the types of resource referrals 2-1-1 provides to immigrants, refugees, asylee seekers, and their advocates including immigration clinics, legal aid, ICE Rapid Response and legal services, Refugee Cash Assistance, transitional housing/shelters, and much more.

<p>Meetings</p>	<p>~ The Executive Director participated in the monthly 2-1-1 CA Network call. Topics discussed this month included an update on pending state legislation that is relevant to 2-1-1s; looking at Whole Person Care, a state initiative that is resulting in many counties receiving funding (including Alameda County) as a model of government/community-based system design; and the design of a new 2-1-1 CA website.</p>
	<p>~ The Executive Director and Development Manager participated in a webinar, sponsored by Network for Good, on the topic of increased fundraising activities by nonprofit boards.</p>
	<p>~ The Executive Director participated in the monthly 2-1-1 Bay Area Partners call. In addition to 2-1-1 Alameda County, updates were provided by 2-1-1 Contra Costa, 2-1-1 Sacramento, 2-1-1 Yolo County, and United Way Bay Area.</p>
	<p>~ The Deputy Director attended the monthly Alameda County Emergency Managers' Association meeting in Dublin. Updates were shared about the upcoming Yellow Command/Mass Care and Shelter trainings and Gray Command/Community Preparedness disaster preparedness resource fair.</p>
	<p>~ The Deputy Director presented to the City of Alameda's city council and shared about technology upgrades to the 2-1-1 program and updates on the 10th anniversary of 2-1-1 Alameda County.</p>
	<p>~ The Deputy Director participated in a day-long workshop with community and government partners in Santa Clara County who had responded to the San Jose flooding. Through collaboration with Catholic Charities of Santa Clara County, Eden I&R continues to serve residents displaced by the disaster by assisting in seeking affordable housing and working with community partners to advocate for clients. The workshop showcased the breadth of services and partnerships that supported the disaster response.</p>
	<p>~ The Deputy Director attended the Fiscal and Procurement Workgroup, hosted by the Alameda County Probation Department, and learned about updates to the FY17 and FY18 budgets, as well as finalized funding recommendations for the Community Capacity Fund, set to go before the Board of Supervisors.</p>
	<p>~ Eden I&R Housing staff volunteered at EBHO's Kick Off event for Affordable Housing Week, attended by affordable housing activists, program directors, government officials, and affordable housing residents.</p> <p>~ Gloria Bruce, Executive Director of EBHO, met with the Housing Coordinator and toured the agency to understand the ways in which information on affordable housing can be accessed by the community through the 2-1-1 program.</p>
<p>Fairs/Events/ Outreach</p>	<p>~ 2-1-1 staff hosted a booth and provided resource referrals and outreach materials to participants at a Tri-Valley Hiring Event in Dublin in Dublin; Guy Emanuele, Jr. Elementary School Spring Concert & Community Resource Fiesta in Union City; EBHO Kick Off Event in Oakland; Four Seasons Health Expo in Fremont; Searles Elementary School Health and Resource Fair in Union City; Owner Appreciation Day in Oakland; 15th Annual Children's Fair 4C's in Hayward; Berkeley Property Owners Association in Berkeley; and Mastick Senior Center Open House and Resource Fair in Alameda.</p>
	<p>~ 2-1-1 staff conducted disaster preparedness trainings for, and provided resource referrals and outreach materials to, participants at Eden United Church of Christ in Hayward, and Greater New Beginnings Youth Services in Oakland.</p>
	<p>~ Outreach materials were also distributed to: CityServe Community Meeting in Livermore; Swords to Plowshares in Oakland; Fremont Family Resource Center in Fremont; American Red Cross in Oakland; Highland Hospital in Oakland; El Shaddai Ministries in San Lorenzo; and Berkeley Adult School in Berkeley.</p>
	<p>~ In summary, for May 2017, Eden I&R served 733 people at trainings, events, and fairs and distributed 8,822 pieces of outreach materials to service providers and residents of Alameda County.</p>

Alameda County Summary By City

5/1/2017 Through 5/31/2017; 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	183	67	116	56	29	9	43	20	13	183
Albany	18	4	14	3	1	0	3	0	1	38
Berkeley	318	113	205	83	40	29	42	17	12	459
Castro Valley	63	29	34	24	14	4	16	8	4	88
Dublin	62	38	24	30	13	5	23	6	4	66
Emeryville	46	28	18	20	7	2	16	5	5	87
Fremont	238	98	140	71	27	12	53	19	10	320
Hayward	806	363	443	272	113	59	189	97	64	1227
Livermore	136	58	78	34	20	6	25	9	6	199
Newark	51	13	38	12	3	1	10	7	7	69
Oakland	2563	1000	1563	712	339	150	502	260	185	4181
Piedmont	4	1	3	1	1	0	1	0	0	9
Pleasanton	163	56	107	51	16	6	39	16	12	90
San Leandro	360	166	194	110	56	26	73	36	25	652
San Lorenzo	55	31	24	19	6	7	10	8	3	91
Union City	104	48	56	37	15	13	20	14	4	148
Other	968	131	837	103	27	16	59	24	19	800
Grand Total:	6138	2244	3894	1638	727	345	1124	546	374	8707

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and completed 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 5/31/2017; 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	1339	680	659	381	156	68	276	116	79	2313
Albany	124	46	78	37	17	10	25	8	3	241
Berkeley	3042	1433	1609	928	340	231	604	307	179	4948
Castro Valley	613	292	321	210	67	36	152	66	46	1070
Dublin	341	188	153	118	44	24	83	39	24	548
Emeryville	555	331	224	194	79	39	141	54	44	1111
Fremont	2325	1156	1169	688	260	160	471	224	129	3917
Hayward	6706	3433	3273	2053	692	409	1447	490	494	12321
Livermore	841	379	462	250	88	59	168	91	55	1297
Newark	463	232	231	162	53	33	121	79	52	974
Oakland	22696	11078	11618	6710	2425	1481	4504	2250	1515	42027
Piedmont	31	3	28	3	1	0	3	0	0	37
Pleasanton	508	220	288	140	35	29	95	47	29	635
San Leandro	3167	1778	1389	999	392	228	693	333	203	6250
San Lorenzo	427	247	180	144	51	32	94	51	28	771
Union City	773	430	343	276	93	73	175	118	60	1311
Other	15244	2025	13219	1591	249	276	719	207	130	11292
Grand Total:	59195	23951	35244	14884	5042	3188	9771	4480	3070	91063

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and completed 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.