



Office of the City Manager

October 19, 2011

To: Honorable Mayor and
Members of the City Council

From:  Phil Kamlarz, City Manager

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

Attached is the 2-1-1 Narrative Report for September 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: Tuesday, October 18, 2011 1:28 PM
To: Gan, Yvette
Subject: FW: Eden I&R September 2011 2-1-1 Reports
Attachments: 2-1-1 Monthly Narrative Report September 2011.pdf; 2-1-1 Cities Summary Sept11.pdf; 2-1-1 Cities Summary 0911YTD.pdf

Dear Berkeley Mayor, Council Members and City Manager;

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

During the month of September, 2-1-1 Resource Specialists handled 9,768 calls and provided 18,378 health, housing and human service referrals. Of the unduplicated callers, 81% were female, 38% were single 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 September the online directory received 721,395 hits from 45,601 visitors.

The Executive Director, a statewide Board member of the California Alliance of Information and Referral Services (CAIRS), attended the Annual CAIRS Conference held in Ontario, CA that focused on a multitude of issues toward strengthening 2-1-1 services throughout California. The Annual CAIRS Conference included: standardizing quality controls; enhancing marketing efforts in order to increase access to services; shared best practices; moving toward a shared statewide telephony and database system; and financial sustainability issues resulting from the continued downturn in the economy.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of September 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: September 2011

Noteworthy Updates

During the month of September, 2-1-1 Resource Specialists handled 9,768 calls and provided 18,378 health, housing and human service referrals. Of the unduplicated callers, 81% were female, 38% were single 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 September the online directory received 721,395 hits from 45,601 visitors.

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Call Information

Call Examples	~ A woman in Alameda called to inquire about emergency food assistance for herself and her two children. The caller was referred to Alameda Food Bank, Telegraph Community Center, Mount Zion Missionary Baptist Church, Society of St. Vincent de Paul of Alameda County, and Alameda County Community Food Bank for emergency food assistance.
	~ A man in Berkeley called to inquire about rental assistance and tenant rights counseling. The caller was determined eligible for the HPRP program and was referred to the North County Housing Resource Center for rental assistance. The caller was also referred to East Bay Community Law Center, Centro Legal de la Raza, Bay Area Legal Aid, and the City of Berkeley for tenant rights counseling.
	~ A man in Castro Valley called to inquire about dental care for individuals with no insurance. The caller was referred to Tiburcio Vasquez Health Center, Davis Street Family Resource Center, and Native American Health Center - Oakland for dental care.
	~ A homeless woman in Hayward called to inquire about transitional housing information. The caller was referred to Family Emergency Shelter Coalition, Berkeley Food and Housing Project, Oakland Elizabeth House, and Helping Hands Homes for information on transitional housing.
	~ A woman in Livermore called to inquire about drug detoxification programs for her son. The caller was referred to Humanistic Alternatives to Addiction, Research, and Treatment and Horizon Services for detoxification programs.
	~ A Spanish speaking woman in Oakland called to inquire about low cost computer and internet services. The caller was referred to DSL Extreme, AT&T, and Comcast for internet service information. The caller was referred to Marcus Foster Education Fund for low cost computer services and Lasallian Educational Opportunities for computer related technology classes.
	~ A woman in Union City called to inquire about suicide prevention hotlines for a relative in crisis. The caller was referred to Crisis Support Services of Alameda County and the National Suicide Prevention Lifeline for suicide prevention information.
	~ A homeless man in San Leandro called to inquire about where to receive a Tuberculosis screening. The caller was referred to Healthy Oakland, Alameda County Medical Center, Berkeley Community Health Project - Berkeley Free Clinic for Tuberculosis information.
Caller Feedback	~ "[The Resource Specialist] was excellent. [The Resource Specialist] gave me terrific information. I've talked to a lot of property owners and I've talked to a lot of agencies that rent apartments. [The Resource Specialist] was the best and I really appreciate her time and effort."
	~ "[The Resource Specialist] had outstanding customer service. [The Resource Specialist] took time and was very patient with me which I appreciated. [The Resource Specialist] gave me the appropriate referrals."
	~ "I called the 2-1-1 information line and the [Resource Specialist] was very nice, very kind, took time and found quite a lot of numbers for me."
Staff Inservice Training Sessions	~ Shelter Plus Care in-service presentation
	~ Horizon Services in-service presentation
	~ Fred Finch Youth Center in-service presentation

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Resource Information And Technology Updates	
Services Database	~ Five (5) new agencies were added in the services database this month.
	~ The services database contains 1,103 agencies and 2,817 programs.
	~ The process of updating the 637 "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 486 agencies.
Housing Database	~ The Housing database contains 74,857 total housing units.
	~ 331 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 721,395 hits were received by 45,601 visitors.
Technology	~ Staff participated in a disaster preparedness webinar sponsored by 2-1-1 CA. The webinar discussed the importance of preparation and testing. Also highlighted were several lessons from Hurricane Irene, when 2-1-1s in California took calls from the affected area, as well as from residents affected by a recent extended power outage in San Diego.
	~ 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. During a monthly meeting with Behavioral Health Care Services and Bonita House final changes to be made to the CHOICES web site were decided upon. Once these final changes have been completed additional users from other organizations will be identified and asked to participate in testing prior to a public launch of the site.
	~ Modifications were made to Eden I&R's client/call database system to accommodate the collection of Medi-Cal information in both the client and general call modules. This is due to a new contract with the Alameda County Public Health Department to enable 2-1-1 to receive reimbursement for serving Medi-Cal callers.
	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Healthy City and Alameda County Area Agency on Aging (Network of Care) web sites.
	~ Staff setup and tested an online faxing service for sending fax alerts to service providers in Alameda County.

Outreach/Public Information Activities	
Meetings	~ The Executive Director presented at the Pleasanton Human Services Commission meeting this month in order to update them about the ways in which their residents have benefited from 2-1-1 services over the past year.
	~ The 2-1-1 Community Programs Manager attended the monthly meeting of the Alameda County WIB ACCESS Steering Committee to provide a brief overview and status report on 2-1-1 to the One Stop Career Center site managers.
	~ The Housing Outreach Coordinator attended the General Meeting of the Alameda County Volunteer Organizations Addressing Disasters (VOAD).
	~ The Executive Director attended a regional forum related to the new healthcare navigator systems that are being proposed to assist in educating and selecting health care providers for all uninsured individuals and families. 2-1-1 is being considered as one of the "no wrong door" access points.
	~ 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 Housing Outreach Coordinator attended the Program Coordinating Committee meeting for the Alameda County Housing Authority. At the meeting, staff reported on 2-1-1 receiving it's 100,000th call this fiscal year and HPRP eligibility screening by 2-1-1

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Meetings	~ The 2-1-1 Community Program Manager and Resource Specialists met with management from the Earn It! Keep It! Save It! program to discuss volunteer recruitment for next year's tax season.
	~ As a Marketing Committee member, the Executive Director participated in a national Alliance of Information and Referral Systems (AIRS) conference call related to updating and enhancing AIRS marketing materials.
	~ The Executive Director and the Director of Information Technology met with various members of other 2-1-1 Centers as well as technical support groups to gather information about moving to statewide telephony and/or database platforms.
	~ The Executive Director assisted in the development and management of this year's annual CAIRS conference in southern California. The Executive Director was a workshop presenter related to best practices in forging partnerships that result in additional services and revenues for 2-1-1.
	~ The Deputy Director gave a presentation to Alameda County Social Services Agency program managers about services provided by 2-1-1.
	~ The 2-1-1 Supervisor participated in a CalFresh Roundtable hosted by 2-1-1 San Diego. This meeting was attended by other 2-1-1s in California to discuss challenges and best practices related to outreach, eligibility, and future development of the CalFresh program.
	~ The Executive Director attended the monthly Alameda County Emergency Manager's Association meeting during which preparations for the California ShakeOut Drill were discussed.
	~ The Executive Director met with representatives from the Bay Area Center For Regional Disaster Resilience in order to discuss the many ways in which 2-1-1 centers - locally, regionally, and statewide - have proven to assist the general population before, during and after a disaster.
	~ The Executive Director participated in the Alameda County Public Health table top exercise, held in the Emergency Operations Center/Office of Emergency Services, that focused on disaster response and recovery efforts during and after a water contamination episode. 2-1-1 would be a critical partner in getting accurate information to the public; responding to the public's questions and concerns; and helping with rumor control.
Fairs/Events/ and Outreach	~ Staff worked in collaboration with the Rental Housing Association of Northern Alameda County to do outreach to Rental Property Owners and inform them of the opportunities with RHANAC and 2-1-1.
	~ The 2-1-1 Community Programs Manager and Housing Outreach Coordinator attended the Workforce Services Orientation for Dislocated Workers for former employees, vendors and contractors of the Solyndra plant. At the event, Eden I & R staff spoke with dislocated workers about how they could be assisted by 2-1-1.
	~ Staff hosted a booth at the Mills College Health & Wellness Fair to inform and remind the community about the 2-1-1 service.
	~ The 2-1-1 Community Programs Manager gave a presentation about the 2-1-1 program to residents of the Georgian Mobile Home Park community in Hayward.
	~ The Housing Outreach Coordinator working in collaboration with the Oakland Housing Authority conducted outreach to Rental Property Owners to inform them of the opportunities with OHA and 2-1-1. Through this outreach, property owners throughout the County were encouraged to list their properties in Eden I&R's housing database at no cost.
	~ Staff hosted a booth at the San Leandro Senior Health Fair to inform and remind the community about the 2-1-1 service.
	~ The Housing Outreach Coordinator facilitated a housing workshop for the Center for Independent Living staff.
	~ Staff facilitated an inservice training for the Hamilton Family Center on the 2-1-1 program.

Alameda County Summary By City

9/1/2011 Through 9/30/2011; 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 Service	
Alameda	283	83	200	62	27	16	46	28	20	47	541
Albany	19	9	10	4	2	0	4	2	2	0	27
Berkeley	557	245	312	154	72	34	120	62	45	75	914
Castro Valley	139	33	106	30	11	10	20	12	7	30	223
Dublin	41	15	26	11	3	3	8	6	4	5	77
Emeryville	45	30	15	17	9	6	11	9	6	13	67
Fremont	495	173	322	130	47	29	101	66	40	126	950
Hayward	1386	410	976	314	118	49	265	192	107	279	2593
Livermore	186	75	111	55	18	12	43	40	28	21	386
Newark	95	31	64	29	7	2	27	17	11	27	170
Oakland	4373	1265	3108	953	362	180	773	542	402	1196	7626
Piedmont	2	1	1	1	1	1	0	0	0	1	2
Pleasanton	112	54	58	32	10	3	29	18	14	14	185
San Leandro	759	236	523	179	63	21	158	110	80	184	1386
San Lorenzo	74	30	44	19	2	4	15	15	9	5	153
Sunol	2	0	2	0	0	0	0	0	0	0	2
Union City	176	78	98	54	15	8	46	33	22	61	344
Other	1024	85	939	70	37	20	50	29	13	81	567
Grand Total:	9768	2853	6915	2114	804	398	1716	1181	810	2165	16213

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 9/30/2011; 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	Service
Alameda	1005	271	734	181	75	40	141	76	52	211	1673
Albany	61	36	25	13	3	3	10	6	4	1	76
Berkeley	1679	597	1082	341	148	99	242	128	93	359	2742
Castro Valley	382	89	293	73	27	19	54	34	17	74	756
Dublin	114	44	70	30	11	7	23	15	9	17	232
Emeryville	154	89	65	45	24	9	36	21	15	31	222
Fremont	1501	541	960	357	128	84	273	204	124	412	2615
Hayward	4254	1424	2830	946	330	166	780	560	339	1060	7820
Livermore	626	272	354	174	55	35	139	119	77	77	1119
Newark	296	108	188	77	26	14	63	43	25	104	521
Oakland	14072	4083	9989	2646	1025	572	2073	1465	1046	3798	23791
Piedmont	5	3	2	2	2	1	1	0	0	1	15
Pleasanton	331	135	196	81	26	14	67	45	30	31	620
San Leandro	2116	699	1417	441	163	68	373	257	172	520	3788
San Lorenzo	228	75	153	50	14	8	42	36	23	36	400
Sunol	4	1	3	1	0	1	0	1	0	0	6
Union City	505	240	265	154	44	22	132	97	69	203	981
Other	3258	258	3000	202	85	48	154	83	53	303	1773
Grand Total:	30591	8965	21626	5814	2186	1210	4603	3190	2148	7238	49150

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