



Office of the City Manager

October 30, 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 September 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 September, 4,755 calls were handled by 2-1-1 Resource Specialists and 6,839 health, housing and human service referrals were provided. Of the unduplicated callers 77% were female, 29% were single mothers with minor children, and 53% 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 September they received 19,147 pageviews and 5,152 sessions.

September is National Preparedness Month. The disaster trainings, events, and other disaster-related activities Eden I&R were involved in this month are detailed below in the Fairs/Events/Outreach section. This month, in particular, served as a reminder of the importance of being prepared as we witnessed the damage and destruction in the wake of several hurricanes throughout the country and beyond as well as the horrific mass shooting in Las Vegas. Even though these disasters did not take place in Alameda County, 2-1-1 did handle calls from local residents asking for information including how to inquire about the safety of loved ones in those regions, and where to make donations in support of the victims and their families. Additionally, for the period of a few weeks 2-1-1 Alameda County handled overflow calls from 2-1-1 Texas as a result of Hurricane Harvey. This assistance was made possible now that 2-1-1 utilizes iCarol, the cloud-based database used by many 2-1-1 systems nationwide. In consultation with 2-1-1 Texas, our staff was given log-in access to the Texas database and when calls were routed to our call center, staff simply provided referrals to Texas callers from that database. This experience was valuable for a few reasons: it gave our staff some real-life hands-on disaster response experience, it allowed us to provide assistance to a sister 2-1-1, and it reinforced our knowledge that should a huge disaster strike the Bay Area and 2-1-1 Alameda County gets inundated with calls, we are now even better connected to other 2-1-1's who will be able to provide back-up assistance to us and our callers.

The new achousingchoices.org website launched the weekend of September 23. In addition to an easier to navigate design, the website connects directly to our housing database using the iCarol API on the backend of the website to drive the search capability for the site. As a result, the moment our staff updates an active listing in our database, this change is reflected on the website upon next search of listings on the site.

Call Information

Call Examples

~ A homeless veteran on probation living in Alameda called 2-1-1 to find housing. He is visually impaired and has a mental disability. The caller's only source of income was \$336 per month in General Assistance benefits. 2-1-1 referred the caller to two halfway houses for individuals previously incarcerated and currently on probation/parole: the Elsie Dunn Parolee Service Center and West House Parolee Service Center run by the agency Volunteers of America. In addition to housing, these programs offer job search and placement, substance abuse prevention services, stress management, and life skills. The caller was also referred to Phatt Chance East, a male transitional housing program offering similar services. Because he had multiple disabilities, 2-1-1 referred the caller to the Center for Independent Living in Oakland, an agency that serves people with disabilities and offers housing information and referral, as well as training in independent living skills for deaf or blind persons. Lastly, he was referred to Alameda Meals on Wheels, which delivers meals 7 days a week to people with disabilities who have difficulty preparing or shopping for meals, which was the case with the caller because of his visual loss.

~ A senior resident of San Leandro requested rent payment assistance resources. The caller informed 2-1-1 that she had been robbed the night before of money that she planned to apply to rent. 2-1-1 referred her to the Alameda County Social Services Agency's Season of Sharing Program, which provides one-time funds for payment of rent in an emergency. She was also referred to Catholic Charities of the East Bay's Housing and Financial Services Program, which offers a rental assistance program for individuals experiencing a housing crisis. Lastly, 2-1-1 referred caller to the Victims of Crime Resource Center of the University of the Pacific – McGeorge School of Law, which operates a statewide toll-free phone line for crime victims with information on victims' compensation and restitution, among other benefits.

<p>Call Examples</p>	<p>~ A female resident of Berkeley who has diabetes requested eviction prevention, rent, and utility payment assistance resources. Her husband, is a veteran and had just been discontinued from worker's compensation benefits and was scheduled to receive SSI. This pause in benefits had created a financial hardship. The family's only source of income was \$1100 in monthly Social Security Disability Insurance payments. 2-1-1 referred the caller to several agencies that offer eviction prevention legal services: The East Bay Community Law Center in Berkeley, the Eviction Defense Center in Oakland, and Bay Area Legal Aid, also in Oakland. For help with payment of rent, 2-1-1 referred the caller to Catholic Charities of the East Bay's Housing and Financial Services Program and to the Alameda County Social Services Agency's Season of Sharing Program. Since the caller's husband was a veteran, she was also referred to Havens for Heroes – Supportive Services for Veteran Families, a program offered by the East Bay Community Recovery Project that also provides financial assistance to veterans for payment of utilities and rent. For utility payment assistance, 2-1-1 referred her to the Salvation Army's REACH and Spectrum Community Services' HEAP Programs. Lastly, she was referred to the Veterans Service Office of the Alameda County Social Services Agency, which provides veterans and their families with information regarding veterans' benefits.</p>
	<p>~ A Fremont resident with a young child requested transitional housing resources. The caller, a domestic violence victim who had been severely physically assaulted by her domestic partner months before, had just left SAVE, a domestic violence shelter in Fremont, after a stay of several months. Because she did not know her abuser's whereabouts, she lived in constant fear of encountering him. The caller's total monthly income was \$1269, stemming from SSI or Supplemental Security Income payments and CalWORKs benefits for the support of her son. 2-1-1 referred her to several family transitional housing services: Images on the Rise in Hayward, Destiny Builders in Dublin, FESCO's Transitional Housing Program in Hayward, and Shepherd's Gate in Livermore. In addition to housing, these programs provide job and career guidance, substance abuse counseling, parenting education, and other supportive services.</p>
	<p>~ A Hayward mother of several young children, one of whom was autistic, requested transitional and permanent housing referrals. The caller was 7 months pregnant and her husband had left her and moved out of the country, leaving behind no forwarding information. Because of the stress of her situation, the caller was at risk for delivering her baby prematurely for which she was under medical treatment. Her sources of income included CalWORKs benefits, SSI benefits for her autistic child, and wages from a job at a small company that she was in danger of losing because her employer did not offer maternity leave from work. To make matters worse, the landlord of the room she lived in had given her three days to move out, as she wasn't the original tenant of the unit. 2-1-1 referred the caller to three family transitional housing programs: Images on the Rise in Hayward, FESCO's Transitional Housing Program also in Hayward, and the East Oakland Community Project. In addition to transitional housing, these programs provide job search assistance, substance abuse counseling, case management services when necessary, and other supportive services. Lastly, the caller was referred to a subsidized, below market rate apartment for rent in Fremont with an open wait list to apply.</p>
	<p>~An Oakland youth called requesting renters' rights counseling. The caller lived adjacent to a dance hall with which he shared a common bathroom that he and the dance hall patrons used. He had observed mice and other insects in the unit. In addition, the landlord had removed the unit's flooring, but it had never been replaced and the caller had been left with cement-like flooring. 2-1-1 referred him to the City of Oakland's Inspection Services and Code Enforcement Program, which inspects and responds to housing code violations relating to unsafe buildings in which the health or safety of their occupants is at risk. In addition, 2-1-1 referred the caller to the Vector Control Office of the Alameda County Environmental Health Department, which investigates and handles complaints about rodents and other animals capable of transmitting disease. Lastly, he was referred to Just Cause, an Oakland agency that provides free tenant counseling for low-income residents of Oakland.</p>

Monthly Narrative Report: September 2017

Call Examples	~ A Dublin resident called 2-1-1 to request housing referrals. She informed 2-1-1 that she was homeless and had cancer. Because her monthly income was \$900 and she was enrolled in Medi-Cal, the caller needed housing that was affordable but ready for an immediate move-in. 2-1-1 referred her to three shared housing resources. The first was to Robinson Room and Board in Oakland, which includes meals in the cost of rent; Homes of Healing Independent Living in Hayward, a shared housing program with three daily meals included, as well as other services; and she was referred to a private room and board program which offers daily meals and snacks.
Caller Feedback	<p>"I live in the city of Oakland. I was just calling to let you know that I got everything I needed, and the resources were texted over. Thank you."</p> <p>"I live in the Hayward. I received information that I was looking for, and the representative that helped me was just absolutely wonderful. Thank you for your service."</p> <p>"I live in San Leandro, and the person that I spoke to was very, very kind, very patient and very helpful, and she answered all of my questions that I needed the answers to, and I feel a lot better about my situation. Thank you and have a good evening."</p>
Staff In-services and Training	<p>~ In-service presentation by Center for Elders Independence</p> <p>~ Two Call Center Staff Meetings</p>
Resource Information And Technology Updates	
Services Database	<p>~ Three new agencies and five new programs were added to the Services Database this month.</p> <p>~ The Services Database contains 1,181 agencies and 3,036 programs.</p>
Housing Database	<p>~ 79 new units were added to the housing database this month.</p> <p>~ The Housing database contains 87,621 total housing units*</p> <p>~ Housing Subscriptions (mail & PDF) were sent to community-based organizations in Alameda County.</p> <p>* We discovered an error in the number of new units reported in the August 2-1-1 report (31). The correct number for August was 293.</p>
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 19,147 pageviews and 5,152 sessions/visitors.
Website Updates	~ Updated our public facing website with links and information regarding Alameda Point Water Restrictions, continued hosting links to Hurricane Harvey Resources, Cooling Centers, and Back to School Resources.
Technology	<p>~ Several building configuration options were evaluated for network wiring, router/switch hardware configurations and new phone solutions. Eden I&R's current network infrastructure will need to be improved upon in order to take better advantage of faster internet speeds and newer phone technology. Eden I&R's current phone system is over 5 years old and the agency is looking to take advantage of more current phone systems providing enhanced dashboard like reporting and most importantly mobility in the event of a disaster.</p> <p>~ Our call routing was temporarily changed to allow for our phone resource specialists to assist with overflow calls from out of state 2-1-1 organizations responding to a disaster in their local area of coverage.</p>

Outreach/Public Information Activities

Meetings	<p>~ Management staff continued to attend various meetings related to the planning and implementation of Alameda County's Coordinated Entry System, for which 2-1-1 will serve as the countywide call center.</p>
	<p>~ Staff participated in a webinar to prepare for the launch of a 12-week Service Project in conjunction with the Taproot Foundation. Eden I&R is fortunate to have been chosen to participate in a Service Project, during which our staff get matched up with volunteer professionals to work on a pro bono project. We will be working with Taproot's team on the creation of some key messaging and branding for Eden I&R and 2-1-1 Alameda County.</p>
	<p>~ The Executive Director and the IT Director had a conference call with the founder of the Open Referral Initiative and a representative from the nonprofit software company, Benetech, to discuss Eden I&R's participation in a pilot project. Eden I&R is one of four entities entering into a data partnership with Benetech. Through robust data analysis, the collaboration will identify gaps in existing social services referrals listings along with ways to improve the availability of accurate and up-to-date information while reducing costs for participating referral organizations.</p>
	<p>~ The Executive Director delivered a presentation on 2-1-1 to the Livermore Human Services Commission.</p>
	<p>~ Management staff participated in a meeting of the Countywide Travel Training Group, sponsored by the Alameda County Transportation Commission. The meeting was focused on mobility management and information and referral/one-call, one-click efforts including that of 2-1-1 Alameda County.</p>
	<p>~ On September 11, the Executive Director participated in Taproot Foundation's Day of Service Speed Consulting. Over the course of the half-day event, the Executive Director met one on one with 2-3 professionals in the fields of Finance, Human Resources, and Marketing/Communications to discuss some specific issues and challenges Eden I&R is having in each of those areas and to receive guidance and advice.</p>
	<p>~ The Executive Director attended the 2-1-1 California Network Summit in Sacramento. 2-1-1 representatives from throughout the state were in attendance. The agenda included an update on various pieces of legislation with potential impact to 2-1-1's and a sharing session from various 2-1-1's involved in their community's Coordinated Entry System.</p>
	<p>~ The Executive Director hosted the first meeting of a work group formed with the city managers from Pleasanton, Livermore, Union City and San Leandro. The work group was formed at the request of the Executive Director after a presentation she gave to the Alameda County City Managers Association in July. With input and facilitation from a consultant, the work group is examining the history of 2-1-1 in Alameda County, its past and current funding structure, and discuss possible alternative funding models. The work group is slated to meet two more times into early 2018.</p>
	<p>~ The Executive Director met with a representative from the Castro Valley Chamber of Commerce to discuss possible placement of a high school student(s) in Eden I&R through the Pathways career program, as well as other possible ways our two agencies might collaborate.</p>
	<p>~ The Executive Director participated as a member of the Executive Committee in the monthly AICo VOAD conference call. Topics discussed including a review of the Grey Command Disaster Preparedness event, ways to expand the AICo VOAD membership, and activities for Preparedness Month in September.</p>
<p>~ The Executive Director and IT Director met with representatives from Comcast Business to give them a tour of the agency and 2-1-1 call center, discuss possible ways in which we could collaborate, and to thank them for their excellent customer service in turning on new internet services as quickly as possible.</p>	

Fairs/Events/ Outreach	<p>~ 2-1-1 staff hosted a booth and provided resource referrals to participants at: the Kaiser Permanente Emergency Preparedness Fair in Oakland; the Southlake Tower Health & Wellness Fair in Oakland; the Oracle Arena Shoe Giveaway in Oakland; and the Kaiser Permanente National Disaster Preparedness Month Fair in Pleasanton.</p>
	<p>~ 2-1-1 staff conducted trainings for, and provided resource referrals to, participants at: the Alameda County Community Preparedness Fair (aka, Urban Shield Grey Command) in Castro Valley; an Incident Command System (ICS) for Community Responders Training for CRIL (Community Resources for Independent Living) in Hayward; an Incident Command System (ICS) for Community Responders Training for Livermore/Pleasanton CERT (Community Emergency Response Team) in Pleasanton; the Disaster Preparedness Panel and Resource Fair for Assemblymember Tony Thurmond in Berkeley; two disaster trainings for Eden United Church of Christ (a congregation evacuation drill and a personal preparedness presentation for tenants) in Hayward, a disaster training for Alameda County VOAD (Voluntary Organizations Active in Disaster) in San Leandro; and an Evacuation Drill for Bohannon Middle School in San Lorenzo.</p> <p>Note that the Disaster Preparedness Coordinator was a panelist for the Disaster Preparedness Panel and Resource Fair for Assemblymember Tony Thurmond in Berkeley.</p>
	<p>~ Outreach materials were distributed by request to: Life Elder Care in Fremont, and 4'Cs of Alameda County in Oakland</p>
	<p>~ In summary, for September, Eden I&R served 2,354 people at trainings, events, and fairs and distributed 5,448 pieces of outreach materials to service providers and residents of Alameda County.</p>

Alameda County Summary By City

9/1/2017 Through 9/30/2017; 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	103	50	53	41	21	10	29	11	9	172
Albany	11	4	7	4	3	1	3	3	0	16
Berkeley	228	68	160	57	27	14	34	14	9	329
Castro Valley	77	36	41	24	13	9	13	3	1	121
Dublin	30	14	16	13	5	1	11	2	2	54
Emeryville	47	26	21	17	8	4	11	4	1	79
Fremont	225	95	130	76	27	21	49	25	12	372
Hayward	574	231	343	194	78	33	140	72	48	871
Livermore	95	45	50	34	12	2	28	11	6	130
Newark	53	23	30	21	5	3	13	8	5	72
Oakland	1994	845	1149	629	267	122	429	224	165	3246
Piedmont	10	0	10	0	0	0	0	0	0	9
Pleasanton	46	12	34	11	0	0	8	5	2	50
San Leandro	290	127	163	97	40	25	63	21	30	500
San Lorenzo	38	16	22	12	10	2	9	3	2	62
Union City	63	22	41	18	6	6	9	6	4	106
Other	871	128	743	103	36	13	61	20	14	650
Grand Total:	4755	1742	3013	1351	558	266	910	432	310	6839

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

7/1/2017 Through 9/30/2017; 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	376	225	151	142	56	30	96	39	23	505
Albany	36	11	25	10	5	3	5	4	0	48
Berkeley	741	323	418	208	93	47	129	44	28	1046
Castro Valley	194	87	107	63	31	20	37	13	5	323
Dublin	122	56	66	37	15	5	28	4	3	172
Emeryville	131	87	44	50	18	9	36	14	10	210
Fremont	690	316	374	220	79	54	138	73	34	1080
Hayward	1991	994	997	675	239	132	469	265	163	2874
Livermore	272	133	139	94	28	12	56	30	19	380
Newark	156	72	84	55	13	11	37	28	12	243
Oakland	6621	3073	3548	2011	815	421	1323	699	482	10585
Piedmont	15	1	14	1	1	0	0	0	0	18
Pleasanton	146	57	89	44	7	3	33	16	8	216
San Leandro	951	504	447	312	119	73	205	108	76	1608
San Lorenzo	140	74	66	35	24	8	21	12	7	226
Union City	189	96	93	73	31	17	47	25	18	330
Other	2930	528	2402	396	99	57	185	58	42	2156
Grand Total:	15701	6637	9064	4426	1673	902	2845	1432	930	22020

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