



Office of the City Manager

May 18, 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 April 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 April, 6,002 calls were handled by 2-1-1 Resource Specialists and 8,694 health, housing and human service referrals were provided. Of the unduplicated callers, 75% were female, 26% were single mothers with minor children, and 54% 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 April they received 18,373 pageviews and 5,271 sessions.

Eden I&R thanked our past and present volunteers by hosting various events during Volunteer Appreciation Week. This annual celebration recognizes volunteers for their time and contributions and thanks them for their commitment to helping their community and linking people with valuable resources. Festivities included an ice cream social and a barbecue.

Eden I&R's Disaster Preparedness Coordinator received recognition by Mills College for "exceptional delivery of readiness training" at a Preparedness Symposium on April 12th. He received the Best in Show Recognition and Most Valuable Expert (MVE) Recognition - Shared Honors. The event offered students and staff an opportunity to learn about disaster preparedness from 18 presenters from different agencies across Alameda County.

2-1-1 Alameda County once again played an important role assisting low-income taxpayers throughout the recent tax season. Between December and April, over 1,300 calls were handled for the California Free Tax Assistance Events program, sponsored by the Computer and Communications Industry Association and Intuit. 2-1-1 Resource Specialists answered questions and scheduled appointments for low-income taxpayers and those on active military duty at several tax assistance events throughout the state. Through our partnership with United Way and its Earn It! Keep It! Save It! program, 2-1-1 handled an additional 1,006 calls in which referrals were provided to VITA tax preparation sites throughout Alameda County and questions about the Earned Income Tax Credit answered.

Call Information

Call Examples

~ A resident of Alameda called on behalf of his neighbor who was facing homelessness. The caller informed 2-1-1 that his neighbor was a senior with two adult children, both of whom have developmental delays. The neighbor was paying her rent but was facing eviction. The situation was worsened by the fact that the caller and her two children did not appear to understand the enormity of their situation. The caller informed 2-1-1 that the neighbor had a social worker who came out to check on the family, but who was not doing much to assist the family. The neighbors had witnessed the police coming to the home and had taken it upon themselves to help the family move their belongings in to storage. The caller was hoping that an advocate could assist in securing more time before the family was forced to move. 2-1-1 referred the caller to Center for Independent Living for assistance in addressing the housing issue.

~ A 60-year-old woman with breast cancer, on probation, and who had moved from Washington to the City of Alameda called 2-1-1 to request cancer treatment referrals. She had been diagnosed with Stage 4 breast cancer and was enrolled in Medi-Cal. 2-1-1 referred her to the Comprehensive Cancer Center at Alta Bates Summit Medical Center in Berkeley, where advanced treatment options and services are offered for many types of cancers, including breast cancer. In addition, the caller was referred to the Suitcase Clinic run by the University of California at Berkeley. To help her with basic living needs, 2-1-1 referred her to the East Bay Breast Cancer Emergency Fund, offered by the Women's Cancer Resource Center of Oakland, which provides financial assistance to low-income women with breast cancer. Lastly, the caller was referred to the American Cancer Society.

~ A Berkeley resident who was very upset called 2-1-1 for assistance filing a complaint against a board and care facility, because the facility where her brother was residing was being sold and the residents had not been given prior indication to prepare. 2-1-1 provided the caller with referrals to California Advocates for Nursing Home Reform, and to California Department of Aging-Long Term Care Ombudsman.

~ An Emeryville caller informed 2-1-1 that she was a live-in caregiver whose housing situation was in jeopardy because her client had passed away and the home she was living in was for sale. The caller was receiving unemployment. 2-1-1 provided the caller with referrals to three subsidized housing open waitlists. Since the caller's housing instability was of an immediate nature, she was also referred to several transitional facilities: Change to Come, Henry Robinson Multi-Service Center, Berkeley Food and Housing Project, Camden House Partnership for affordable living, and Empowerment Living.

Call Examples	~ An Oakland resident in her third trimester of pregnancy, with a diagnosed mental health disability and receiving SSI, called in need of shelter. The caller was provided referrals to the Coordinated Entry System-BFHP (shelter), Sunrise Village (maternity home), and Ursula Sherman (homeless shelter at Harrison House) for housing/shelter.
	~ A San Leandro resident called for assistance with mental health issues and substance abuse. The caller was asked if she had health Medi-Cal or any other form of health insurance and the caller confirmed that she had Medi-Cal. The caller was also in need of women's health/family planning services. The caller was referred to Planned Parenthood Mar Monte, Servicios Gratuitos, and the Ann Chandler Public Health Center for women health/family planning services. For substance abuse treatment assistance the caller was referred to Cherry Hill Detox, Davis Street Clinic, and Wistar R& R Program Inc. The caller was additionally provided referrals for outpatient psychiatric services at Fairmont Skilled Nursing and Acute Rehabilitation Facility-alameda health Systems, Hedco House Wellness Center, and the Portia Bell Hume Behavioral Health and Training System.
Caller Feedback	"Hello, good afternoon, I just spoke with your staff, and she did a great job. She gave me referrals for places to rent. I am going to move forward and submit my application online. Once again, she did a good job helping me, speaking very clearly so that I can understand. Thank you so much and I live in Oakland. Bye."
	"2-1-1 did a fantastic job and gave me more information than I expected. I know that the person that I am calling for will be able to get the information she needed for her and her child. I am very happy with you and I will continue to refer other people to you. Keep up the good work, thank you and bye."
Staff Inservice Training Sessions	~ AIDS Housing Information Program presentation
	~ Adult Protective Services Mandated Reporter Training
	~ Child Protective Services In-Service Training
	~ 2-1-1 Staff Meeting on Quality Assurance, Follow-up calls, and 2-1-1 Staff Acknowledgment of Call Handling
Resource Information And Technology Updates	
Services Database	~ One new agency, and two new programs were added to the Services Database this month.
	~ The Services Database contains 1,170 agencies and 3,008 programs.
	~ A volunteer resource is helping in the Info Department with the process of researching e-mail addresses in iCarol for automated verification.
Housing Database	~ 122 new units were added to the housing database this month.
	~ The Housing database contains 85,378 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 18,373 pageviews and 5,271 sessions/visitors.
Website Updates	~ Updated our public facing website spotlighting Owner Appreciation Day Fair on May 20th; promoted East Bay Gives Fundraiser donations to Eden I&R; continued promoting link offering registration for Disaster Preparedness Webinar.
Technology	~ Began an analysis of the current Eden I&R network infrastructure. The evaluation includes an assessment of current wiring, router and firewall devices, hubs, switches and domain server firewall configuration. As part of the analysis, internet providers are being evaluated to create provider redundancy in case of an outage by a single provider.
	~ Work has begun on the implementation of Microsoft's Business Intelligence as the reporting and analysis tool for Eden I&R program reports. A full catalogue of reports along with the required fields needed for analysis will begin in May. The goal is to start the new fiscal year utilizing Business Intelligence for Eden I&R's analysis and reporting.
	~ The IT budget was created for the upcoming Fiscal Year. Equipment needs were forecasted and software purchases were planned. A software highlight from the budget is the expanded deployment to staff of the newest Office Suite through Office 365.

Outreach/Public Information Activities

Meetings

- ~ At the request of the current head of 2-1-1 Yolo County, the Executive Director had a phone conversation to share information about 2-1-1 Alameda County, call volume, partnerships, needs of callers, our databases, and other pertinent information that 2-1-1 Yolo County is gathering to help inform its system and potential changes.
- ~ The Executive Director met with the City Manager and the Community Services Manager of the City of Pleasanton to introduce herself and discuss ways in which 2-1-1 can best meet the needs of the city's residents and employees.
- ~ The Executive Director attended a Hayward City Council meeting during which the Council received a presentation from city staff on the city's Community Services Commission's funding recommendations for FY17/18 for social service agencies serving Hayward residents, including 2-1-1 Alameda County.
- ~ The Executive Director gave a presentation to the City of Pleasanton's Human Services Commission on the city's FY16/17 funding of 2-1-1.
- ~ The Executive Director attended a 2-1-1 Bay Area Partners meeting, hosted at 2-1-1 Contra Costa County. Representatives from several Bay Area 2-1-1's shared updates from their respective agencies and discussed best practices and potential funding opportunities.
- ~ The Executive Director attended the quarterly AICoVOAD meeting at the County's Office of Emergency Services in Dublin. Among the presentations from AICoVOAD members was one given by the Executive Director of CRIL and Eden I&R's own Disaster Preparedness Coordinator who presented on the Incident Command System.
- ~ The Executive Director attended the City of Alameda's Social Services and Human Relations Board (SSHRB) meeting. Alameda, like many cities, is facing a potential cut to its CDBG funding contingent on the final federal budget. Should cuts to Alameda's CDBG allotment occur, all of its grantees will incur a proportional cut to their FY17/18 funding. Eden I&R and several other grantees spoke to the SSHRB about the impact such potential cuts would have on their programs and the clients they serve.
- ~ Members of the management staff met with the new CEO of Urban Strategies Council to get acquainted, share organization updates, and discuss potential ways our two agencies can collaborate using data to best serve our respective constituencies.
- ~ Eden I&R held its quarterly meeting of the Board of Directors this month. A new board member was welcomed, Eden I&R's new Development Manager was introduced, agency updates were provided by staff, and a preliminary discussion was held about the organization's FY17/18 budget.
- ~ The Deputy Director and Disaster Preparedness Coordinator made two presentations to Cal State East Bay Nursing Students and led tours of the 2-1-1 Call Center. Students were interested in learning about the various programs and services offered by Eden I&R, as well as personal disaster preparedness information.
- ~ The Deputy Director attended and presented at the Alameda County-Oakland Community Action Partnership (AC-OCAP) grantee orientation meeting. Participants were provided guidance on preparing and submitting invoices and reports, as well as information about monitoring visits and US. Department of Health and Human Services 2017 Federal Poverty Guidelines.
- ~ The Deputy Director attended the LGA Consortium Annual Conference in Santa Rosa to participate in training workshops and discussions around the Medi-Cal Administrative Activities (MAA) time-surveys, coding, and best practices for tracking MAA hours. County and nonprofit representatives from across the state convened at this annual three-day conference.
- ~ The Development Manager attended a meeting at Oakland City Hall to hand out information to those displaced by the residential building fire on San Pablo Avenue. Approximately 65 displaced residents were in attendance.
- ~ The Development Manager distributed 2-1-1 information at the Community Forum on Immigrant & Refugee Rights hosted by Supervisor Keith Carson. This forum was designed to give information about immigration/refugee legal rights and to meet with other organizations working in this arena.

Fairs/Events/ Outreach	~ The Disaster Preparedness Coordinator conducted a webinar on Disaster Preparedness and Response for Nonprofits, hosted by TechSoup, which had a national and international audience.
	~ Eden I&R staff hosted a booth and provided resource referrals to participants at: Laney Wellness Fair in Oakland, Parent/Student Resource Fair for SLUSD in San Lorenzo, Hillview Crest Elementary School Community Services and Literacy Fair in Hayward, Senior Resource Fair in Albany, Laney job fair in Oakland, CSU East Bay: Food and Housing Insecurity Event in Hayward, Senior Health Fair in Berkeley, Denim Day Event at Chabot College in Hayward, Tri-Valley Hiring Event in Livermore, Eden Area One Stop April Recruitment Event in Hayward, City of Dublin Volunteer Fair in Dublin, and Parent Resource Fair for Emeryville Headstart/YMCA.
	~ Eden I&R staff conducted trainings for and provided resource referrals to participants at Cal State East Bay Nursing Students Disaster Training in Hayward, Oakland Fire Assistance Center, Eden United Church of Christ - Disaster Preparedness Consultation in Hayward, Mills College Preparedness Symposium in Oakland, 2-1-1 and Disaster Presentation for the Provider/Vendor Advisory Committee of the Regional Center of the East Bay in San Leandro, Disaster Training at ALCoVOAD Quarterly Member Meeting in Dublin, Cal State East Bay 2-1-1 Presentation in Hayward, Veteran's Wellness Fair disaster training in Oakland.
	~ Outreach materials were distributed to attendees at the following events: Pathway to Wellness in Oakland, Oakland Animal Service in Lafayette, Family Justice Center in Oakland, Empowerment Summit (a two-day event) in Oakland, City of Oakland Supportive Services in Oakland, Oakland Animal Shelter in Oakland, and Community Forum on Immigration and Refugee Rights in Berkeley.
	~ In summary, for April, Eden I&R served 1,254 people at trainings, events, and fairs and distributed 6,005 pieces of outreach materials to service providers and residents of Alameda County.

Alameda County Summary By City

4/1/2017 Through 4/30/2017; 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	195	80	115	59	23	8	42	15	10	223
Albany	11	4	7	4	0	0	3	1	1	18
Berkeley	341	153	188	108	47	34	58	18	8	521
Castro Valley	93	33	60	26	8	1	21	13	9	149
Dublin	40	15	25	13	3	4	7	1	0	52
Emeryville	55	29	26	21	7	2	18	6	6	115
Fremont	214	105	109	88	31	20	57	24	12	318
Hayward	821	345	476	249	97	41	172	80	45	1165
Livermore	115	47	68	39	14	12	23	8	6	132
Newark	48	24	24	21	11	2	18	11	8	87
Oakland	2521	1112	1409	882	323	190	560	250	185	4296
Piedmont	2	0	2	0	0	0	0	0	0	2
Pleasanton	38	11	27	9	2	1	8	6	3	57
San Leandro	389	206	183	166	74	29	115	52	40	696
San Lorenzo	60	32	28	23	9	7	11	8	2	115
Union City	79	49	30	42	18	11	23	11	5	131
Other	980	141	839	127	28	29	53	12	5	617
Grand Total:	6002	2386	3616	1877	695	391	1189	516	345	8694

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 4/30/2017; 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	1156	613	543	355	147	61	257	105	72	2130
Albany	106	42	64	35	16	10	23	9	3	203
Berkeley	2723	1318	1405	872	315	212	576	295	169	4489
Castro Valley	550	263	287	193	59	33	142	60	43	982
Dublin	279	150	129	106	36	21	76	34	22	482
Emeryville	509	303	206	180	74	37	131	50	40	1024
Fremont	2086	1057	1029	649	246	156	442	212	123	3596
Hayward	5900	3070	2830	1889	630	371	1335	755	455	11094
Livermore	705	319	386	231	77	55	156	85	52	1098
Newark	412	219	193	153	52	32	114	74	47	905
Oakland	20128	10069	10059	6283	2241	1379	4224	2084	1401	37844
Piedmont	27	2	25	2	0	0	2	0	0	28
Pleasanton	345	163	182	122	32	29	79	47	28	545
San Leandro	2807	1612	1195	944	367	212	660	317	195	5598
San Lorenzo	371	215	156	135	50	28	91	48	28	680
Union City	669	382	287	251	84	64	162	109	57	1163
Other	14274	1894	12380	1511	229	263	676	186	114	10492
Grand Total:	53047	21691	31356	13911	4655	2963	9146	4470	2849	82353

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