



Office of the City Manager

September 21, 2015

To: Honorable Mayor and
Members of the City Council

From: *Dee* Dee Williams-Ridley, Interim City Manager

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

Attached is the 2-1-1 Narrative Report for August 2015, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541.

Attachment

cc: Gil Dong, Interim Deputy City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Donna LaSala, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Matthai Chakko, Public Information Officer

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2-1-1 Alameda County Monthly Narrative Report: August 2015

Noteworthy Updates

During the month of August 8,726 calls were handled by 2-1-1 Resource Specialists and 15,028 health, housing and human service referrals were provided. Of the unduplicated callers, 81% were female, 32% were single mothers with minor children and 43% had disabilities. 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 service resource directory; in August they received 20,260 pageviews from 6,631 sessions/visitors. From June through August over 90 referrals were given for free school supplies and backpacks.

Eden I&R was one of 5 organizations presented with AT&T's Investing in California Awards. The purpose of the awards was "to provide resources and recognition to organizations and programs that are improving lives in their communities and the state by advancing economic growth, educational opportunities, new technologies or by providing other essential community services." These awards included a financial donation as well as recognition of the work we provide Alameda County residents 24/7. The other award recipients were: the East Bay Community Law Center, Centro de Servicios, FESCO, and Tiburcio Vasquez Health Center.

This month the Livermore area experienced a fire that threatened the eastern part of the city limits. As soon as Eden I&R was notified by the county's Office of Emergency Services about the details of the fire, the agency put the updated public information on our website and all staff were notified as well. Therefore, anyone calling 211 would be able to answer general information about the fire (e.g., road closures) as well as direct the public to the county's public works website as instructed by OES. Should the Emergency Operations Center have been activated, the Executive Director would have been imbedded in the EOC along with the media making sure that consistent and accurate messaging was being provided to the public.

Eden I&R's Fiscal Year 2014-2015 Annual Report is complete and on Eden I&R's website at www.edenir.org and www.211alamedacounty.org. We are extremely proud of our accomplishments last year. Despite limited funding, Eden I&R 211 Resource Specialists provided 168,506 health, housing and human services referrals to over 105,000 callers. Unfortunately, over 12,058 calls were unable to be answered due to lack of staff. As the need for 211 services continues to grow for those in need of critical resources (as well as their advocates), we will continue to work with our financial partners to gather the funding necessary to further enhance 211's 24/7 multilingual infrastructure.

This month Eden I&R interviewed several organizations that have been long-term purchasers of The Big Blue Book:Directory of Human Services for Alameda County. We wanted to assess whether or not it is time to just have the electronic directory available for the public and their advocates. The result is that 20% of those interviewed highly encouraged the continued printing of the directory since they relied on it every day to provide information to their clientele. Therefore, The Big Blue Book will be published again next year but fewer copies will be available for purchase.

Call Information

Call Examples	<p>~ An Alameda resident called for assistance with shelter. The caller informed 2-1-1 that she had been homeless for six years. She indicated that she had not eaten anything for a couple of days. She was tearful at the start of the call but appeared to be in better spirits when a bus driver allowed her to board the bus to Berkeley. The caller was provided a referral to Berkeley Food and Housing Project and informed of the shelter bed reservation process. She was also provided a referral to the Quarter Meal Program for a hot meal and encouraged to call back 2-1-1 for additional referrals since she was on a bus and unable to take down a lot of information.</p>
	<p>~ An Albany resident who was a senior called for low income/senior housing units, as well as assistance with eviction. The caller was referred to ECHO Housing and the Eviction Defense System for assistance with eviction. The caller was referred to the Stegner Registry and Allen Temple Health and Social Services Ministries for assistance with housing. The caller was provided referrals to 3 rental units and to Eden Housing. The caller was also referred to St. Mary's Senior Services for assistance with housing case management.</p>
	<p>~ A Berkeley resident called for assistance, having recently lost his job and no longer having health coverage. He was referred to Alameda County Social Services to apply for Medi-Cal, General Assistance and CalFresh, as well as to the California State Employment Development Department for unemployment benefits.</p>

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Call Examples	<p>~ A Castro Valley resident called because her husband had a heart attack that required follow-up care which they could not afford because they owed the hospital where he was treated \$900. She said her husband was the only one employed and they fear that they may lose their home if they were unable to make payments. The caller said her husband had Medi-Cal, but there was shared cost. 2-1-1 provided referrals to Eden Medical Center's Cardiovascular Medicine, to healthy Oakland Healthy Communities, Inc. for cholesterol/triglycerides testing; to the American Heart Association for heart health education and to Alameda County Social Services for CalFresh for greater access to nutritious food.</p>
	<p>~ A Dublin resident called for a homeless youth with special needs. The caller said she had taken in this homeless youth, but she was struggling with housing him on account of her family dwelling being small. She had attempted contacting the parent of the youth with the hope of reconciliation, but the mother of the youth had made it clear that she wanted no further contact. The caller was referred to the Regional Center of the East Bay and to Alameda County Social Services to apply for GA in order to have a CHASS Voucher.</p>
	<p>~ An Emeryville resident called for assistance with rent as her boyfriend had taken off with her rent money. She was referred to Catholic Charities of the East Bay.</p>
	<p>~ A Fremont resident who was Vietnamese speaking called fearing for his life. He informed 2-1-1 that he had become a police informer because he had witnessed a murder, but he had become increasingly fearful of his own safety. He had access to the local PD, but requested assistance in filing a report with the PD, so 2-1-1 assisted the caller and conferenced in the call.</p>
	<p>~ A Hayward therapist called seeking anger management classes and individual counseling for a Hayward based client who was a single parent. For anger management the caller was provided referrals to Second Chance, Inc. and Terra Firma Diversion/Educational Services; and for individual counseling to La Familia Counseling Service and CSUEB.</p>
	<p>~ A Livermore resident called seeking a mental health drop in center and for assistance for victims of human trafficking. The caller was referred to Alameda County District Attorney's Office and to The Sage Project -Standing Against Global Exploitation for support services for victims of human trafficking. The caller was referred to the Alameda County Network of Mental Health Clients for mental health services.</p>
	<p>~ A Newark resident called because she was concerned about her son who had recently become unemployed and was suffering from anxiety and depression and had been without medication for several days. She was provided referrals to Alameda County Social Services for Medi-Cal application and to the Alameda County behavioral Health Care Services (ACBHCS) for medication monitoring and outpatient services.</p>
Caller Feedback	<p>~ "Hello, I am calling from Berkeley, and I just wanted to let you know that your employee was fantastic and just super-fast. Thank you and I appreciate it."</p>
	<p>~ "Your 2-1-1 operator offered excellent service and I am extremely grateful. She was very sweet, very kind and very helpful."</p>
Staff In-service Training Sessions	<p>California Rx Card In-service Presentation</p>
	<p>2-1-1 Staff Meeting: MAA, Intakes and Call Notes</p>
	<p>Building Futures with Women and Children In-service Presentation</p>

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Resource Information And Technology Updates	
Services Database	~ Two new agencies were added to the services database this month.
	~ The services database contains 1,161 agencies and 2,938 programs.
	~ The process of updating the 584 "Directory" agencies continues. So far we have updated 306 agencies.
	~ There were over 90 referrals given for Free School Supplies/Backpacks from June through August.
Housing Database	~ 601 new units were added to the housing database this month.
	~ 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 20,260 pageviews from 6,631 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in August: Opening of Section 8 subsidized housing in Alameda County, Eden I&R won AT&T's Investing in California award, giveaways of school supplies and backpacks, Livermore fire, and Eden I&R's 2015 Annual Report.
Technology	~ Met with the leadership team at One Degree to discuss the possibility of Eden I&R being the provider and maintainer of data on health and human services for them.
	~ Met with the leadership team at iCarol to solidify plans for iCarol to build a Housing Inventory Database to meet Eden I&R's requirements.
	~ An internal volunteer conducted surveys of current and past Big Blue Book purchasers to determine what improvements could be made to the book and determine interest in an online only version of the book.

Outreach/Public Information Activities	
Meetings	~ Discussions were held between Eden I&R and United Way of America, and Alameda County Public Health regarding the ways in which flu information is dispersed throughout the 211 system and locally. We all want to have our informational systems in place before the next flu epidemic hits.
	~ The Executive Director attended the monthly Community Corrections Partnership Executive Committee meeting during which multiple issues were discussed including ongoing funding processes, re-entry client stats, and employment placements.
	~ The Executive Director provided an agency tour and extensive 211 background information to United Way Bay Area's new 211 partnership liaison representative.
	~ The Executive Director attended a Northern California 211 meeting held in Sacramento that was very well attended by 211 representatives statewide. Major topics included: sustainable funding; technology enhancements; and disaster preparedness.
	~ The Executive Director participated in a statewide 211 California network Board meeting which included spirited discussions about network governance, best practices and ongoing challenges.
	~ As the statewide PR Chair, the Executive Director participated in the California Alliance of Information and Referral Services (CAIRS) Board meeting. The major discussion points revolved around the statewide October conference being held in LA this year.
	~ The Executive Director attended the monthly regional Bay Area 211 Partnership meeting during which United Way of the Bay Area discussed various changes to their 211 delivery systems.
	~ The Executive Director participated in the Alameda County VOAD Executive Committee meeting during which plans are being made for an October award ceremony on behalf of Ollie Arnold's disaster preparedness and response efforts, especially how they related to volunteerism.
	~ The Executive Director and Director of Information Technology continued discussions with iCarol representatives in order to find a solution related to integrating Eden I&R's housing database with iCarol's existing 211 I&R database.
	~ The Executive Director and Director of Information Technology met with One Degree to further assess the ways in which we could partner to get updated health and human services information out to the public.

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Fairs/Events/and Outreach	~ Thanks to Assembly member Bill Quirk recommending Eden I&R, the agency was a recipient of the AT&T Investing in California Awards at an event held at Tiburcio Vasquez Health Center (which also won an award). The Executive Director was honored to accept the award from AT&T representative Daren Chan.
	~ Eden I&R held a Bay Area AIRS certification test on-site this month for several 211 Resource Specialists.
	~ The Executive Director attended Hayward's B Street Fair during which she discussed 211 with multiple vendors and distributed 211 materials to those who could benefit from its resources.
	~ A Roving staff member staffed an information table at the Housing Authority of the County of Alameda's Family Self-Sufficiency (HACA/FSS) Fair.
	~ A 2-1-1 Resource Specialist tabled at the Congreso Familiar Information Fair at Chabot College. The event focused on Spanish-speaking individuals and families who had a relative living with a disability.
	~ The AHIP Coordinator tabled at the Allen Temple Health Fair at the Allen Temple Church in Oakland.
	~ The 2-1-1 Program Manager tabled the Breaking the Cycle event, which was held at El Shaddai Ministries in San Lorenzo.
	~ The Development/Marketing Officer tabled at the Mastick Senior Center Resource Fair in Alameda.
~ Eden I&R distributed 2-1-1 materials to a number of back-to-school events, including Rainbow Recreation Center in Oakland; St. Vincent de Paul – Alameda; Hayward Rotary and JC Penney at Southland Mall; and Oakland Mayor's Backpack Give-Away. Other materials were distributed to the Alameda County Department of Child Support Services; La Familia Counseling Services; Spectrum Community Services; Spanish Speaking Citizens Foundation; Salvation Army in Hayward; Hayward Police Department; and Santa Rita Jail.	

Alameda County Summary By City

8/1/2015 Through 8/31/2015; 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
Alameda	167	104	63	76	41	16	60	33	17	368
Albany	29	17	12	9	3	1	8	4	4	67
Berkeley	424	212	212	160	84	32	128	63	47	882
Castro Valley	94	44	50	38	21	9	29	19	7	200
Dublin	36	16	20	15	8	2	13	7	5	71
Emeryville	45	27	18	21	7	5	16	13	10	80
Fremont	315	183	132	146	50	23	123	73	49	564
Hayward	996	580	416	415	179	69	346	215	131	1985
Livermore	103	62	41	50	19	5	45	32	19	221
Newark	109	52	57	36	17	4	32	23	16	207
Oakland	4272	1985	2287	1370	590	278	1091	664	448	8048
Pleasanton	62	39	23	26	10	4	22	14	10	160
San Leandro	490	303	187	211	92	35	176	112	62	969
San Lorenzo	59	41	18	38	15	3	35	24	15	119
Union City	149	109	40	68	21	11	57	37	24	338
Other	1372	154	1218	123	44	27	96	33	20	742
Grand Total:	8726	3928	4798	2802	1201	524	2277	1366	884	15028

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

7/1/2015 Through 8/31/2015; 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
Alameda	347	197	150	137	63	29	108	61	31	758
Albany	52	27	25	15	7	4	11	7	4	113
Berkeley	854	402	452	278	137	60	218	105	76	1721
Castro Valley	207	114	93	87	38	21	66	38	20	406
Dublin	87	44	43	36	18	6	30	12	6	186
Emeryville	82	51	31	36	13	7	29	21	16	155
Fremont	684	386	298	276	106	64	212	127	76	1257
Hayward	2046	1146	900	757	309	129	628	389	230	4093
Livermore	226	125	101	94	33	14	80	58	38	467
Newark	211	104	107	74	27	12	62	50	33	395
Oakland	8312	3802	4510	2393	1052	499	1891	1147	769	15626
Pleasanton	107	55	52	36	13	8	28	18	11	262
San Leandro	1000	593	407	372	158	63	308	202	121	1972
San Lorenzo	114	69	45	62	25	5	57	38	23	280
Union City	286	200	86	120	32	23	97	64	35	617
Other	2864	336	2528	266	104	59	207	87	55	1542
Grand Total:	17495	7651	9844	5039	2135	1003	4032	2424	1544	29870

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