



Office of the City Manager

March 15, 2016

To: Honorable Mayor and
Members of the City Council

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

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

Attached is the 2-1-1 Narrative Report for February 2016, including a summary of calls by city. If you have any questions, please contact Savita Chaudhary, Information Technology Director, at 981-6541.

Attachment

cc: Gil Dong, Interim 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, Public Information Officer

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: February 2016

Noteworthy Updates

During the month of February, 6,765 calls were handled by 2-1-1 Resource Specialists and 11,427 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 29% 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 February they received 18,538 pageviews from 5,393 sessions/visitors.

Eden I&R's dedicated staff and volunteers celebrated National 2-1-1 Day (2/11) by prepping and painting the 2-1-1 call center and Eden I&R's training room. The painting took place throughout the day on February 11. The freshly painted rooms, now much brighter and welcoming, are an enhancement to the staff's working environment where 2-1-1 Resource Specialists answer over 100,000 calls annually and attend weekly in-service trainings from Alameda County agencies and community partners. Local community businesses supported 2-1-1 Day by offering food donations, discounts, and supplies. Eden I&R thanks Starbucks, Hayward Ace Hardware, Sherwin-Williams, Panda Express, and the American Red Cross for helping to make 2-1-1 Day a success!

A reminder that the 2016 edition of *The Big Blue Book: Directory of Human Services in Alameda County* is available and selling quickly. This valuable resource has listings for over 1,700 health and human service programs, including a description of services, addresses, phone numbers, languages spoken, and websites. This comprehensive, one-of-a-kind directory for access to health, housing and human services information will be sold on a first-ordered, first-to-be-delivered basis. Contact CeCe Marin at 510-537-2710, x8 to order a copy.

Eden I&R welcomes Deputy Director Sarah Finnigan: As Deputy Director of various programs, Sarah endeavors to build upon the integrity and vitality of the agency's services throughout Alameda County. Coming to Eden I&R actively engaged within the 2-1-1 CA network and regional disaster response network, she previously served as Program Manager for 2-1-1 Sonoma County and President of Sonoma County Voluntary Organizations Active in Disasters (VOAD). She brings to Eden I&R a diverse educational background and career. Sarah earned her graduate degree in France and volunteered for international organizations, including Unicef France, Project Mercy in Ethiopia, Architecture for Humanity, and the American Red Cross. Prior to living abroad, she worked in Oakland and San Francisco in the field of architecture and earned her Architecture degree from Cal Poly San Luis Obispo. Eden I&R is pleased to garner her 15 years of experience and dedication to improving the social fabric of communities, strengthening infrastructure, and connecting the most vulnerable to vital resources.

Eden I&R welcomes back Alison DeJung: In her new role at Eden I&R, Alison rejoins the team to serve as a development consultant to the agency. Primarily engaged with fundraising and development initiatives for the agency's 40th anniversary year, Alison will also assist with Succession and Sustainability Planning in preparation of the Executive Director's retirement. She previously served three years as Deputy Director at Eden I&R and then as Associate Director for California School Based Health Alliance. She brings with her extensive knowledge and familiarity of Alameda County government and community partners. Eden I&R extends Alison a warm welcome back to the team and is excited to continue to work with her throughout this pivotal year.

Call Information

Call Examples

~ An Albany resident called for information on programs that could assist him as well as his family who currently live abroad. The caller indicated that he was supporting his wife and children in another country and he was struggling financially. He could not afford car repair, which he needed as an Uber driver. He was provided referrals for United States Citizenship and Immigration Services to find out the wait time for processing his application for his family to come here as refugees; East Bay Sanctuary for help renewing work permits, applying for travel documents, adjusting status (from asylum seeker to resident to citizen), adding family members to a case, and answering questions; and for an automobile repair loan from Ways to Work through Community Housing Development Corporation.

~ A staff member from Building Opportunity for Self-Sufficiency (BOSS) called for referrals for two clients in Berkeley needing rehab and bathing facilities. 2-1-1 provided referrals to Salvation Army's Adult Rehabilitation Center for their 6-12 month residential work therapy program for men with substance abuse problems and to Society of St. Vincent de Paul's Champion Guidance Center for shower and laundry services, clothing distribution, transitional housing and rehab counseling. The staff member was also referred to the Multi-Agency Service Center at which BOSS offers drop-in services for substance abusers and chronically homeless.

~ A nurse in Castro Valley called requesting information on programs that can help install grab bars in the bathroom of a patient's home. The caller was referred to Alameda County Healthy Homes Department for accessibility grants for seniors or persons with a disability to install assistive technology.

EDEN I & R, Inc.

Call Examples	~ A resident of Dublin called for low-income subsidized housing for her mother who was a senior and had moved in with her after fleeing a domestic violence situation. The caller was asked and informed 2-1-1 that her mother had already sought services for domestic violence victim. She was provided referrals to Broadmoor Plaza, Arbor Vista, Hillcrest Gardens, Vandenberg Villa, Harriet Tubman, Belle Terre Apartments, Brentwood Senior Commons, Sister Thea Bowman Manor, Montverde Senior Apartments, and Community Heritage Senior Housing.
	~ An Emeryville resident called for food bank information in the Oakland and Berkeley area. The caller was referred to the Berkeley Food Pantry and to the Alameda County Community Food Bank.
	~ A Livermore resident called for information on detox facilities for her boyfriend. She was referred to Cherry Hill Detox offered by Horizon Services, Inc., and to AXIS Community Health's teen drug and alcohol program.
	~ A Hayward resident called for information on how to get her child a chicken pox vaccine which was overdue. The caller had moved from out of state and her Medicaid card was from out of state as well. She was referred to the Hayward Wellness Center for immunization, and to the Alameda County Family Justice Center for its Thursday clinic in case she was unable to get the earliest possible appointment in Hayward.
Caller Feedback	~ "The only reason I am still housed and not homeless is because of 2-1-1. Thank you."
	~ "I called for my client and your staff was so thorough, patient and professional. She left no stone unturned. I am a retired clinical social worker from the Department of Veteran Affairs and I can tell you, she's a keeper. Thank you so much for your help."
Staff Inservice Training Sessions	~ Images on the Rise In-Service Presentation
	~ Davis Street Family Resource Center In-Service Presentation
	~ Deputy Director and 2-1-1 Manager participated in MAA Time-Survey (Train the Trainer) webinar.

Resource Information And Technology Updates	
Services Database	~ Two new agencies were added to the services database this month.
	~ The services database contains 1,144 agencies and 2,920 programs.
	~ The 2016 <i>Big Blue Book: Directory of Human Services for Alameda County</i> is available for sale.
	~ We have started the process of updating the 510 Non-Directory agencies in the services database and have requested by mail, fax, or email from each agency to update their information.
Housing Database	~ 121 new units were added to the housing database this month.
	~ The Housing database contains 82,945 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 18,538 pageviews from 5,393 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in February: Information about National 2-1-1 Day, The Big Blue Book is available for purchase, Oakland Promise Officially Launched, and information on how to get free tax preparation help.
Technology	~ The internet modem was upgraded to now provide wi-fi service for staff use during meetings and to visiting guests who need a network connection.
	~ The 2-1-1 team was assisted with technology items related to the redesign of the call center on National 2-1-1 Day.
	~ The agency hosted committee members from Alameda County VOAD to demonstrate Eden I&R's databases used during a disaster.

EDEN I & R, Inc.

Outreach/Public Information Activities

Meetings

- ~ Management team members met with VOAD Executive Board members to discuss the additional roles Eden I&R/2-1-1 could play to fill in the gaps left due to the closing of Collaborating Agencies Responding to Disasters (CARD).
- ~ The Executive Director spoke with a representative from Lt. Governor Gavin Newsom's office in order to educate him about 2-1-1, its services before, during and after a disaster, and the new legislative bill SB1212 which would help provide statewide 2-1-1 services to rural areas during and after a disaster.
- ~ The Executive Director met with the Director of Social Responsibility for the Port of Oakland to discuss potential partnerships related to 2-1-1 marketing, 2-1-1 outreach to Port employees, information about disaster-related roles, and ongoing updates about Port-related fairs and events.
- ~ The Executive Director met with the Executive Director of EveryOne Home to review the ways in which 2-1-1 has served as a primary portal into such partnership efforts as Homelessness Prevention and Rapid Rehousing Program in the past, and the ways in which enhanced partnerships could include 2-1-1's 24/7 capabilities in the near future.
- ~ The Executive Director met with the Executive Director of the Oakland Promise Initiative to discuss ways in which 2-1-1 might be able to more proactively promote the many support aspects of the Initiative for Oakland's "at promise" youth.
- ~ The Executive Director met with representatives from the Walter & Elise Haas Fund to review the many ways in which that foundation has supported Eden I&R in the past (e.g., being the FIRST foundation to fund 2-1-1) and to discuss future possibilities including identifying and filling potential gaps in services.
- ~ The Executive Director met with the Director of Oakland's Department Human Services to review additional reporting requirements requested by the Life Enrichment Committee which assists in the funding process for 2-1-1.
- ~ The Executive Director, as a board member and Communications Chair, participated in the monthly California Alliance of Information and Referral Systems (CAIRS) board meeting. The focus was preparing for the annual Board Retreat that will welcome new board members from around the state as well as the logistics for the annual CAIRS conference in the fall.
- ~ The Executive Director participated in the 2-1-1 CA Network Board meeting as well as the 2-1-1 CA Network membership's conference calls during which many topics were discussed including new 2-1-1 projects by individual 2-1-1 organizations, and a new state legislative bill that would help bring 2-1-1 to the remaining rural counties.
- ~ The Executive and Deputy Directors participated in the monthly 2-1-1 Bay Area Partnership meeting. 2-1-1 leadership from partner 2-1-1 call centers shared county updates, discussed the region's disaster response communication plan, and planned 2-1-1 Day festivities.
- ~ The Deputy Director participated in the Nor Cal VOAD Quarterly Meeting. This meeting involves community partners, including government agencies and nonprofits, to discuss disaster preparedness and response coordination throughout the Northern California region.
- ~ Eden I&R leadership staff met with Alameda County VOAD leadership to discuss a partnership opportunity to create and provide a county-wide disaster resource directory to be used during and after a disaster by VOAD members and the County of Alameda Emergency Operations Center.
- ~ The Deputy Director contributed to the finalization of the Guiding Principles of the Coordinated Entry System, to be adopted by the larger Coordinated Entry System collaborative of organizations working together to end homelessness throughout Alameda County.
- ~ The Deputy Director and 2-1-1 Program Manager attended the Referral Sub-Committee meeting with other service providers to discuss the pros and cons of county-wide access versus regional access to the Coordinated Entry System. The sub-committee developed recommendations for referral strategies for different intervention types (emergency shelter, domestic violence shelters, transitional, etc.)
- ~ The 2-1-1 Program Manager attended the Programs and Services Workgroup meeting at the Alameda County Probation Department in Oakland. The group viewed the Probation Department Re-entry Transitional Center on the second floor and learned about current programs and services offered by the Probation Department. Attendees presented program updates as well.

EDEN I & R, Inc.

Meetings	<p>~ The Development Consultant attended a workshop to learn more about three Requests for Proposals issued by the City of Oakland, Office of Economic and Workforce Development/Workforce Investment Board (OWIB). These RFPs resulted from the federal Workforce Innovation and Opportunity Act law which is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. As experts in the field of information and referral and by virtue of the more than 100,000 calls handled annually by 2-1-1, Eden I&R hopes to partner with other community-based organizations on these proposals.</p>
	<p>~ The Development Consultant participated in an informational webinar pertaining to the California Accountable Communities for Health Initiative. This funding opportunity has been designed to implement a new population health model that would link together health care systems, community resources and social services with primary prevention approaches in a given geographic area to address a particular health need, such as chronic disease, on a community-wide basis. Eden I&R is pursuing opportunities for 2-1-1 Alameda County to play a critical role in this initiative.</p>
	<p>~ The Development Consultant attended the Dublin City Council meeting. The council members reviewed and made final decisions on the FY17 funding recommendations made by the city's Human Services Commission. Eden I&R/2-1-1 is one of the community-based organizations approved by the council to receive funding for the next fiscal year.</p>
	<p>~ The Interim AHIP Coordinator and the Housing Resource Specialist attended a meeting of the Tri-Valley Housing Scholarship Program in Livermore.</p>
Fairs/Events/ Outreach	<p>~ Staff hosted a booth at the City of Oakland's St. Andrews Plaza Reconnect Resource Fair in Oakland and the BOSS Resource Fair at Mosswood Park Recreation Center in Oakland. 2-1-1 staff talked to about 200 people, some of whom were in need of crisis assistance and several of whom were victims of crime. These individuals were assisted via the 2-1-1 phone lines as well after the day of the event.</p>
	<p>~ Outreach materials were distributed to the following: Oakland Promise, Dublin Human Services Commission, Walter & Elise Haas Fund, Nor CA VOAD, Probation Department Programs and Services Workgroup, Tri-Valley Housing Scholarship Program, Blackstone at the Cannery, LCA Monitoring Success, and Eden Area ROP.</p>

Alameda County Summary By City

2/1/2016 Through 2/29/2016; 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	148	83	65	55	19	7	48	35	24	326
Albany	23	10	13	7	3	3	4	1	0	45
Berkeley	349	146	203	107	59	18	89	36	24	646
Castro Valley	80	44	36	36	16	8	28	15	6	147
Dublin	43	19	24	17	10	2	15	8	5	93
Emeryville	38	27	11	18	4	5	13	8	4	76
Fremont	282	172	110	112	40	30	82	58	29	562
Hayward	816	458	358	338	143	79	259	167	83	1640
Livermore	90	45	45	31	10	6	25	18	10	172
Newark	72	32	40	28	15	7	21	16	7	134
Oakland	3240	1465	1775	1072	472	222	850	529	342	5819
Pleasanton	33	16	17	15	2	2	13	8	5	72
San Leandro	390	238	152	173	80	45	128	80	45	770
San Lorenzo	47	29	18	22	7	3	19	11	9	75
Union City	93	71	22	51	14	13	38	28	19	219
Other	1018	137	881	110	45	29	81	42	32	628
Grand Total:	6765	2992	3773	2192	939	479	1713	1060	644	11427

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 2/29/2016; 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	1497	898	599	444	198	83	361	201	120	3108
Albany	138	69	69	36	21	13	23	12	6	287
Berkeley	3748	1998	1750	857	418	207	650	327	228	6608
Castro Valley	814	462	352	266	107	61	205	109	67	1488
Dublin	314	150	164	105	44	19	86	48	28	608
Emeryville	342	231	111	111	34	26	85	50	35	603
Fremont	2316	1324	992	765	275	191	574	328	184	4230
Hayward	7500	4269	3231	2218	839	440	1776	1121	648	13949
Livermore	985	521	464	324	121	59	265	177	110	1772
Newark	699	357	342	226	79	45	181	137	79	1270
Oakland	31473	15214	16259	7246	2998	1594	5647	3481	2309	56356
Piedmont	49	4	45	4	2	3	1	1	0	58
Pleasanton	354	183	171	113	35	19	94	56	33	753
San Leandro	3571	2247	1324	1111	452	241	869	528	310	6893
San Lorenzo	458	288	170	167	59	28	139	93	58	900
Union City	880	598	282	341	100	73	268	188	104	1691
Other	9794	1266	8528	852	316	201	651	297	194	5233
Grand Total:	64934	30079	34855	15186	6098	3303	11875	7154	4513	105811

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.