



Office of the City Manager

August 24, 2016

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 July 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: Zach Cowan, Interim Deputy City Manager / City Attorney  
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



**Noteworthy Updates**

During the month of July 4,785 calls were handled by 2-1-1 Resource Specialists and 9,276 health, housing and human service referrals were provided. Of the unduplicated callers, 75% were female, 26% were single-headed households with minor children, and 49% reported they were living with 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 July they received 18,095 pageviews from 5,946 sessions/visitors.

Over a period of several months, Eden I&R staff has been steadily migrating both our health and human services database and housing database to a cloud-based database, accessible to our staff by any location with Internet. Additional features include the ability to text out referrals to callers, an enhanced quality assurance follow-up call form, and an email verification request function. On July 1st we launched our new system, iCarol, and have been working diligently to make a smooth transition. In the coming months we plan to implement additional features that will serve our callers even better and enhance their call experience, including a text and chat feature for the public to use to request referrals via their phone or our public website. We are also working to enhance our online resource directory to update in real-time and provide the very latest information about free and low-cost resources throughout Alameda County.

During July the Eden I&R Board, along with members of the agency management team, met in a full-day Saturday retreat to discuss various aspects of succession and sustainability planning. This retreat was held, in large part, in recognition of the transitions due to the retirement of the agency's long term Executive Director at the end of the year. Topics discussed included staffing, program development, service analysis, current and longer term visioning, funding, and board recruitment. The retreat resulted in multiple positive next steps that will assist the agency as a whole in selecting a new Executive Director, continuing to meet or exceed all contractual service goals, and moving toward filling unmet gaps in services countywide whenever possible.

In July, Eden I&R welcomed Lars Eric Holm to the agency as the Disaster Preparedness Coordinator, made possible by the generous grant from the Walter and Elise Haas Foundation. Contact Lars Eric at [leholm@edenir.org](mailto:leholm@edenir.org) to request additional information and to schedule free disaster preparedness trainings for vulnerable populations, including seniors, youth, persons living with a disability, and low income residents of Alameda County.

The agency is planning for our 40th Anniversary and Executive Director Retirement Event to be held on Thursday November 10th at the Hayward City Hall Rotunda from 5:30-7:30. Mark your calendars and visit [edenir40years.eventbrite.com](http://edenir40years.eventbrite.com) for more information!

**Call Information**

**Call Examples**

~ An Oakland resident who had been awaiting his wife and young children to emigrate from Africa for a while called 2-1-1 after learning that they would be joining him shortly in the United States. He requested assistance with rental listings. The caller was referred to several rental listings. He also requested deposit and rent assistance and was provided referrals to Season of Sharing and for emergency assistance and referrals to the Society of St. Vincent de Paul.

~ An Abode Services worker in Fremont called for assistance for her homeless young adult client. The young man had been sleeping in his mother's back yard, but the owner of the property had said that he had to leave and he had no income and was in the process of applying for General Assistance. 2-1-1 provided referrals to the Fred Finch Youth center for transitional housing, and the Berkeley Food and Housing Men's Shelter and Bay Area Rescue Mission for short-term shelter.

~ A homeless Alameda resident called for assistance with transitional housing. He was referred to The Alpha Omega Foundation for transitional housing. In addition the caller asked and was provided 2-1-1 program information for San Francisco and Contra Costa counties.

~ A Spanish speaking single mother from Oakland called for child care information. The caller informed 2-1-1 that she was currently on probation and had been incarcerated for a year after being picked up by border patrol attempting to enter the U.S. She had an assigned probation officer in San Francisco. The caller was referred to the Alternative Payment Program through BANANAS. The caller was informed about the Help Me Grow Program—First 5 Alameda County and provided a referral to learn more about age appropriate child development.

<b>Call Examples</b>	~ A Castro Valley resident called for information on adopting a rescue animal. The caller was referred to Valley Human Society, Inc. that rescues homeless cats and dogs from public shelters and also takes in adoptable pets through private owner surrender.
	~ An extremely low income Hayward resident who had lost her WIC coupon called because she needed formula for her baby. The caller was referred to St. Vincent de Paul's Visitation Center for Women and Children, and Centro de Servicios for baby formula.
	~ A Berkeley resident called for assistance with counseling. The caller informed 2-1-1 that her husband had recently left her and she could not get over the loss of not having him in her life and was depressed. She was provided referrals to the Berkeley Therapy Institute; Berkeley Cognitive behavioral Therapies Clinic; and to Psychology Clinic-University of California Berkeley.
<b>Caller Feedback</b>	~ "My call was handled by your employee who was helpful, happy to help, highly professional and a good listener. She provided great information, and I even received a text from 2-1-1, all of which helped my daughter's housing situation. Thank you 2-1-1, and keep up the good work. 2-1-1 is the only agency that always gives me great information that is very helpful, every time. I love your new system of sending texts. Now I don't have to worry about writing information down. THANK YOU 2-1-1!"
	~ "I live in Oakland and I was assisted by your operator, and I am really, really, thoroughly appreciative. I am surprised and pleased, with not only her compassion but her suggestions, as well as the 2-1-1 resources she gave me. I truly appreciated the understanding that she showed, and the encouragement helping me to connect with what Oakland has available, and next steps to follow up with. And so, thank you!"
	~ "The call that I made to 2-1-1 has helped me a lot. I got so many referrals, and I am thankful for such good employees that really help those who are in need, like me being from Africa who does not know anybody, I don't have a place, I need hope and I need help. Thank you all for your help to those who don't know what to do, who don't know where to go. Thank you so much."
<b>Staff Inservice Training Sessions</b>	~ A representative from the Hayward Fire Department visited Eden I&R and presented to staff about personal and family fire safety. Participants learned how to identify which type of extinguisher should be used for different types of fires as well as steps to take to extinguish a fire and evacuate a building safely.
	~ A representative from MISSEY (Motivating, Inspiring, Supporting and Serving Sexually Exploited Youth) presented an in-service training to 2-1-1 program staff.
	~ Additional staff trainings were conducted weekly related to iCarol database features.

**Resource Information And Technology Updates**

<b>Services Database</b>	~ Seven new agencies were added to the services database this month.
	~ The services database contains 1,149 agencies and 2,915 programs.
	~ Information on free school supplies and on cooling centers was updated.
<b>Housing Database</b>	~ 423 new units were added to the housing database this month.
	~ The Housing database contains 84,266 total housing units.
	~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.
<b>Online Services Website</b>	~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at <a href="http://www.edenir.org">www.edenir.org</a> and <a href="http://www.211alamedacounty.org">www.211alamedacounty.org</a> , and <a href="http://www.alamedaco.info">www.alamedaco.info</a> . This month the Online Services Directory received 18,095 pageviews from 5,946 sessions/visitors.



**2-1-1 Alameda County**

**Monthly Narrative Report: July 2016**

<b>Website Updates</b>	~ The following information was posted to Eden I&R's website in July: Locations of Cooling Centers in Alameda County; Eden I&R Holds Board Retreat; Eden I&R participated in a fundraiser at Round Table Pizza.
<b>Technology</b>	~ Migrated current FileMaker databases used for tracking 2-1-1 callers, Health and Human Services, and Housing Resources to a new system called iCarol.
	~ Five new computers and three new monitors were distributed to staff. Additionally, upgrades to the OneDrive software were completed on several computers.
	~ Work began on migrating our AHIP and After Hours programs from FileMaker to iCarol.

**Outreach/Public Information Activities**

<b>Meetings</b>	~ The Executive Director participated in the monthly 2-1-1 CA Network conference call as well as the California Alliance of Information and Referral Services (CAIRS) Board of Directors conference call. Both meeting calls focused on the statewide CAIRS annual conference and the 2-1-1 Summit which are both occurring in Sacramento in October.
	~ The Executive Director attended the reentry CCP Fiscal and Procurement Work Group where updated funding information was submitted to many of the organizations currently providing reentry services.
	~ Management staff met with representatives from AC Transit and Nelson Nygaard regarding their research into a 24/7 answering service that would relay transportation information to people living with disabilities.
	~ The Deputy Director attended the CCP Fiscal and Procurement Workgroup where participants reviewed the Capacity Building Plan grant timeline and learned about the call for applications for the Implementation Funding grant.
	~ The Deputy Director attended the 2016 HUD CoC NOFA Bidders' Conference to learn about the next steps for interested community partners to apply for the Cordinated Entry System Application.
	~ The Deputy Director participated in the Probation Department Exploring Collaboration: Networking Meeting for Capacity Plan grantees to network with other community partners and explore opportunities to work together, share resources, and collaborate to better serve reentry clients.
	~ Nominated and elected to serve as the Emergency Managers' Association's Treasurer, the Deputy Director attended the annual Alameda County EMA Executive Board Transition meeting with retiring and new board members. The new board discussed agenda items for the next EMA meeting and set goals for the upcoming year.
	~ The Disaster Preparedness Coordinator attended the Quarterly Alameda County VOAD meeting, where the topic was the Private Non Profit, Organization Assistance Program, regarding Nonprofit organizations obtaining post-disaster reimbursement when stepping up to respond.
<b>Fairs/Events/and Outreach</b>	~ 2-1-1 staff hosted a booth and provided resource referrals to participants at Super Safety Saturday Health Expo, Hayward Housing and Resource Fair, and both days of the City of Alameda Park Street Art and Wine Fest.
	~ Outreach materials were distributed to attendees at the Oakland Housing Authority, to students visiting Eden I&R from Cal State Hayward, and by request to Paramedics Plus.
	~ In summary, for July, Eden I&R served 602 people at events and fairs and distributed 3,890 pieces of outreach materials to service providers and residents of Alameda County.

## Alameda County Summary By City

7/1/2016 Through 7/31/2016; 2-1-1

City	<sup>1</sup> Total Calls	<sup>2</sup> Client Calls	<sup>3</sup> General Calls	<sup>4</sup> Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	<sup>5</sup> Youth Under 18	Single Mom W/Minor Children	Referrals
Alameda	88	35	53	31	7	5	25	12	10	295
Albany	15	6	9	6	3	5	1	0	0	39
Berkeley	207	66	141	59	21	22	35	7	7	505
Castro Valley	42	13	29	13	2	0	12	2	3	123
Dublin	25	12	13	12	2	5	7	0	0	40
Emeryville	44	13	31	13	3	0	13	4	4	119
Fremont	146	57	89	52	17	12	36	12	7	287
Hayward	479	178	301	155	47	33	111	32	31	1385
Livermore	43	21	22	21	3	6	13	9	6	80
Newark	39	19	20	17	3	3	14	4	5	123
Oakland	1516	548	968	489	163	107	337	110	82	3821
Piedmont	4	1	3	1	0	0	1	0	0	4
Pleasanton	31	20	11	18	7	2	15	4	3	80
San Leandro	187	81	106	73	33	15	54	13	13	531
San Lorenzo	29	10	19	7	2	3	4	1	0	62
Union City	41	21	20	21	4	8	12	6	1	66
Other	1849	125	1724	116	24	26	57	19	13	1716
<b>Grand Total:</b>	<b>4785</b>	<b>1226</b>	<b>3559</b>	<b>1104</b>	<b>341</b>	<b>252</b>	<b>747</b>	<b>235</b>	<b>185</b>	<b>9276</b>

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.