



Office of the City Manager

June 16, 2016

To: Honorable Mayor and
Members of the City Council

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

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

Attached is the 2-1-1 Narrative Report for June 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 / Fire Chief
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



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

Noteworthy Updates

During the month of May 7,416 calls were handled by 2-1-1 Resource Specialists and 11,705 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 29% were single-headed households with minor children, and 45% 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 May they received 20,423 pageviews from 6,436 sessions/visitors.

Eden I&R's Deputy Director presented at the 11th Annual CADRE "Together We Do Better" Conference that took place on May 4 at the NASA Conference Center at Moffett Field. The objective of the conference was to provide a forum focused on strengthening relationships and building partnerships to better address community needs before and after disasters. The conference highlighted a three tier approach to disaster readiness. Sarah Finnigan presented on the third tier, "Fulfilling a Broader Community Role." Annamaria Swardenski, a member of Eden I&R's Board, served as the annual CADRE Conference Coordinator.

On Tuesday, May 3 Eden I&R participated in East Bay Gives, our region's 24-hour online giving event that is part of Give Local America. Sponsored by the East Bay Community Foundation, over 500 local nonprofits participated this year. The online donation platform, Kimbia, experienced some technical problems midway through the day which proved frustrating for some donors. However, due to the momentum and excitement generated, the East Bay Community Foundation extended the day of giving to 11:59p.m. on May 4. More than 7,200 donations poured in and East Bay Gives raised over \$860,000. Eden I&R is pleased to have raised over \$1,690 over the two-day event which will be used to support 2-1-1. The agency used our initial participation in this event as a huge learning opportunity for building our individual donors and using social media to fundraise. We look forward to participating in East Bay Gives 2017!

The Deputy Director spoke at Oakland Housing Authority's Owner Appreciation Event and shared information about Eden I&R, its programs, and the housing department. She encouraged owners to consider adding their units to Eden I&R's housing database to better connect the public calling 2-1-1 to available units. Eden I&R's Housing Department staff worked tirelessly on organizing this annual event along with the Oakland Housing Authority and the East Bay Housing Organizations.

Call Information

Call Examples

~ A worker from Alameda Unified School District called on behalf of a homeless family needing shelter, shower, and laundry facilities. The caller was provided referrals to the Society of St. Vincent de Paul's Visitation Center for Women and Children and to their Champion Guidance Center drop in services for men for showers, laundry, clothing distribution, emergency food and other social services; to the St. Vincent de Paul's Free Dining Room for hot meals and bagged lunches; to the Berkeley Food and Housing Project for shelter; and to Salvation Army's Garden Street Center in Oakland for shelter for families. The family had previously used the one time only Homeless Assistance program offered by Alameda County Social Services for motel assistance, so 2-1-1 could not refer the family to that program.

~ A formerly incarcerated Berkeley resident called for housing or shelter for herself and her son who both have a mental disability. She is in recovery from substance abuse and was on medication that is considered a drug by some shelters and was finding it hard to get into a place. The caller indicated that she did have income. She was referred to two housing listings, and to Urojas Community Services, Jordan's House and Phatt Chance Community Services for transitional housing with substance abuse support programs.

~ A Dublin YMCA worker called on behalf of a family she was working with. The parents were in the process of getting a divorce and had requested counseling. The caller was provided a referral to the Herald Family Rebuilding Center for counseling for those in the family affected by divorce.

~ An Emeryville youth who is legally blind and a victim of domestic violence called for assistance with housing for herself and her child. The caller informed 2-1-1 that she had applied for CalWorks and SSDI and was awaiting approval from both programs. She was referred to the Berkeley Food and Housing Project for shelter and to the Women's Daytime Drop-in Center's Bridget House for transitional Housing. She was also referred to First 5 of Alameda County's Help Me Grow program for child development support services.

Call Examples	A Fremont resident who was to be discharged from a mental health institution called 2-1-1 for a pair of shoes as he was homeless. The caller was provided referrals to Viola Blythe Community Services for clothing and emergency food; the Telegraph Community Center for clothing, personal care items, and emergency food; the Society of St. Vincent de Paul for clothing, showers, laundry, and personal care services; and Alameda County Social Services Agency's North Oakland Helping Hands General Closet for clothing and dry goods.
	~ A Hayward resident who had learned about 2-1-1 from Alameda County Social Services called for assistance with housing. The caller was Spanish speaking and informed 2-1-1 that her older son had serious mental health issues and was using drugs. She was concerned about her younger children's safety and was in the process of filing a restraining order to keep her older son away from the younger children. She was highly emotional during the call. The caller was provided a referral to Lord Tennyson Apartments in Hayward, and for family counseling to La Familia Counseling Service, Tiburcio Vasquez Health Center, and East Bay Community Recovery Project. 2-1-1 also inquired about CalFresh benefits and the caller confirmed she is a recipient.
	~ A Pleasanton resident, who is an immigrant from South America, called for information on a work permit. The caller indicated that he had a temporary permit to reside in the US. He was referred to the International Institute of the Bay Area and to US Citizenship and Immigration Services.
	~ A Union City resident called on behalf of her 103 year-old father who was in need of a free hospital bed. The caller was provided a referral to the Home CARES Recyclers for medical equipment and assistive technology not covered by a person's individual health plan.
	~ A Livermore school counselor called for shelter space for a single mother and her young son who were both homeless. 2-1-1 provided a referral to Tri-Valley Haven's Sojourner House.
Caller Feedback	~ "I am a senior who is struggling and have a lot of things I need help with, but I am not getting all the help I need. Whenever I think about the places that I have called, one place always comes to mind first, and that is you guys. You are always ready to help because you really care about people like me."
	~ "Every person I have spoken with at 2-1-1 has been overwhelmingly positive. Having a resource like 2-1-1 is amazing; just having real life people not an automated system which rarely understands what you are saying, makes all the difference. 2-1-1 has been the best part of my homeless experience, and I am just getting out of homelessness. I refer 2-1-1 to all the people I meet."
	~ "This is the first program that I have called where I actually received the information I needed."
Staff Inservice Training Sessions	~ Child Protective Services In Service Presentation
	~ 2-1-1 Training on Best Practices
	~ Covenant House In-Service Presentation

Resource Information And Technology Updates	
Services Database	~ One new agency was added to the services database this month.
	~ The services database contains 1,142 agencies and 2,918 programs.
	~ The process of updating the 503 Non-Directory agencies in the services database continues. So far we have updated 342 agencies.
Housing Database	~ 498 new units were added to the housing database this month.
	~ The Housing database contains 83,767 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 20,423 pageviews from 6,436 sessions/visitors.

Website Updates	~ The following information was posted to Eden I&R's website in May: Deputy Director Speaks at CADRE "Together We Do Better" Conference, Partner Profile of Community Resources for Independent Living (CRIL), Eden I&R Participates in East Bay Gives, and Eden I&R Fundraiser at Panera.
Technology	~ Purchased the newest version of Quickbooks software Enterprise edition. This upgrade along with an adjoining hosting package will enable Eden I&R to move to a fully cloud based accounting solution that can be accessed remotely in the event of a disaster. Additionally, the solution comes with 24x7 support and increased security against viruses and other malicious external attacks.
	~ Created the plan and necessary steps needed to complete the migration to iCarol at a future date. iCarol is the replacement cloud based database solution to our current internal FileMaker database. One of several of the iCarol benefits that the agency will make use of in the future is the ability to text resource information.
	~ Negotiated and renewed hardware maintenance and software licensing for the upcoming year.
	~ Adjusted the database to capture the needed data for the Help Me Grow partnership.
	~ Provided resource data to the Alameda County Workforce Investment Board as part of a custom data agreement with that organization.

Outreach/Public Information Activities

Meetings	~ There were several meetings held in preparation for an Eden I&R Board Retreat, to be held in July, that will focus on succession and sustainability planning. An independent Board Retreat facilitator was hired after an extensive search and reference reviews. Eden Housing has very graciously offered to host this retreat at their facility at no charge. THANK YOU EDEN HOUSING.
	~ The Executive Director attended the Alameda County Budget workshops to hear first-hand how the county will be affected by State funding decisions. Thus far, the state representatives have been very comprehensive and clear in their reports, helping those in attendance have a better understanding of how the state budget will possibly change next fiscal year's county allocations.
	~ The Deputy and Executive Directors participated in the monthly 211 Bay Area Partnership meeting held by phone this month. Topics included: technology changes, upgrades and challenges; Alameda County Alert System; the continuing merger of UWBA and UW Silicon Valley; and much more.
	~ Management team members have been meeting with various city officials and staff members in preparation for FY17. One city in particular is interested in spearheading conversations again about making the funding levels and annual funding processes more efficient and practical for all concerned.
	~ The Deputy Director attended the Emergency Managers' Association at Alameda County Emergency Operations Center in Dublin. Attendees were offered a tour of the Logistics Section and participated in a presentation on communications & resource requesting.
	~ The Deputy Director attended the Programs and Services Workgroup, hosted by the Alameda County Probation Department. Attendees reviewed the Client Flowchart that is to be used to help transition re-entry clients to services and resources.
	~ The Deputy Director participated in the quarterly Workforce Investment Board (WIB) Program Operators meeting. Attendees shared program updates and learned about the next funding cycle.
	~ The Deputy Director attended the LGA Consortium Annual Conference in Long Beach 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 non-profit representatives from across the state convened at this annual three-day conference.
	~ Eden I&R staff attended the EveryOne Home Semi-annual meeting. Attendees heard updates about Coordinated Entry System and the Housing Bond. The CES draft design document is now available to review on the EveryOne Home website.

Fairs/Events/and Outreach	~ The Deputy Director attended a Coordinated Entry System collaborative sub-committee meeting that focused discussion around the roles of the call center, HUB assessment specialists, and housing navigators.
	~ The Deputy Director participated in the joint Contractor's Workshop for the City of Livermore and Pleasanton, provided for all Housing and Human Services Grant (HHSG) FY 2016-2017 Recipients, to review procedures for managing grants, invoicing for payments, and reporting throughout the year.
	~ Select Management team members, along with a Board of Director's representative have been meeting regularly in hopes of hosting a 40th Anniversary event that would honor the staff, board members, and the outgoing Executive Director. The event date chosen is the evening of Thursday November 10 at the Hayward City Hall Rotunda. Put it on your calendar!
	~ The Bay Area Business Continuity & Emergency Management Professionals sponsored a regional Disaster Summit that included a presentation by the Eden I&R's Executive Director. The 211 presentation focused on the many ways in which 211 becomes the public communication system during and after a disaster, freeing up 911 to focus on life-threatening calls only. The drill involved a chlorine tanker fire that threatened to harm and kill thousands of people in and near Great America. There was a wonderful exchange of ideas between first responders, government officials, business representatives, the Red Cross, Eden I&R/211 and many others. These types of drills foster better communication and knowledge between the public and private sectors which is key to a successful disaster response system.
	~ The Executive Director attended the annual Center for Domestic Peace event that brings advocates related to ending domestic violence together to celebrate advances/successes and discuss continuing challenges. As always it is an inspiring day full of tears, joy and exchanges of information.
	~ As statewide editor of the California Alliance of Information and Referral Services (CAIRS), Eden I&R's Executive Director coordinated the production of the Spring 2016 CAIRS Newsletter edition. Articles included Coordinated Entry System 211 example; 211's role in ending homelessness; 211 and technology related to transportation; and much more.
	~ 2-1-1 staff hosted a booth and provided resource referrals to participants at the Fruitvale May Day Resource Fair, Laney College Job Fair, Las Positas College Spring Career Fair, REACH Youth Job Fair, Kids' Zone Hillview Crest Elementary and Searles Elementary School Resource Fairs, 4C's Annual Children's Faire, and Oakland Housing Authority's Landlord Appreciation Housing Resource Fair.
	~ Eden I&R outreach materials were distributed to attendees at the CADRE Conference, the Regional Health Resilience Summit, Union City Kids' Zone Meeting, Union City Council Study Session and by request to Messiah Lutheran, Civicops, Chabot College, Oakland Housing Authority West, and the Alameda County Probation Department.
	~ In sum, this month Eden I&R served 2,092 people at events and fairs and distributed 7,195 pieces of outreach materials to service providers and residents of Alameda County.

Alameda County Summary By City

5/1/2016 Through 5/31/2016; 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	154	83	71	66	30	13	53	34	22	290
Albany	12	8	4	6	1	1	5	2	0	17
Berkeley	407	185	222	126	70	27	99	46	28	718
Castro Valley	73	39	34	23	10	5	18	11	5	139
Dublin	36	17	19	11	6	2	9	4	3	71
Emeryville	44	22	22	13	2	4	9	5	1	87
Fremont	292	133	159	101	41	25	76	43	23	510
Hayward	872	444	428	313	121	62	251	181	85	1600
Livermore	130	76	54	41	19	9	32	20	14	213
Newark	81	60	21	42	20	9	33	22	10	167
Oakland	3408	1575	1833	1024	482	209	815	530	344	5836
Pleasanton	35	11	24	11	5	2	9	4	2	57
San Leandro	482	279	203	156	73	36	120	64	43	880
San Lorenzo	64	39	25	24	11	0	24	12	6	103
Union City	95	56	39	52	22	9	43	25	13	180
Other	1226	150	1076	115	36	28	87	47	26	832
Grand Total:	7416	3178	4238	2124	949	441	1683	1050	625	11705

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 5/31/2016; 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	2002	1182	820	562	241	108	454	256	156	4086
Albany	180	89	91	53	29	20	33	15	7	371
Berkeley	4942	2582	2360	1067	523	274	793	376	262	8834
Castro Valley	1051	585	466	318	126	71	247	130	78	1982
Dublin	449	221	228	128	53	23	105	56	33	877
Emeryville	475	307	168	140	43	32	108	57	38	894
Fremont	3132	1754	1378	992	348	250	741	438	242	5787
Hayward	10184	5744	4440	2832	1050	584	2245	1453	826	19092
Livermore	1337	741	596	409	151	80	329	221	136	2368
Newark	945	518	427	293	109	58	235	175	94	1747
Oakland	41703	20223	21480	9105	3746	2072	7028	4346	2847	75638
Piedmont	72	12	60	9	4	3	6	3	2	101
Pleasanton	484	244	240	148	46	29	119	72	41	996
San Leandro	4975	3148	1827	1447	591	328	1118	675	401	9527
San Lorenzo	627	395	232	208	70	34	174	111	69	1245
Union City	1212	818	394	445	140	98	347	244	136	2351
Other	13671	1732	11939	1125	420	266	858	398	244	7938
Grand Total:	87444	40295	47149	19281	7690	4330	14940	9026	5612	143839

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