



Office of the City Manager

November 18, 2015

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 October 2015, 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

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

Noteworthy Updates

During the month of October, 8,485 calls were handled by 2-1-1 Resource Specialists and 13,776 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 30% were single mothers with minor children, and 44% 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 October they received 19,846 pageviews from 6,169 sessions/visitors.

Eden I&R continued to stay abreast of all Northern California fire events in order to keep Alameda County residents abreast of any donation and volunteer opportunities to assist people and organizations in the fire areas. Updated information from statewide & regional conference calls (e.g., Northern California VOAD; 2-1-1 Sonoma County) were added to Eden I&R's website as well as passed along to our 2-1-1 Resource Specialists. In addition, 2-1-1 centers statewide were available to assist as back-up if and when needed.

Eden I&R was invited to host a delegation from Nepal who were exploring disaster preparedness, response and recovery information from a variety of health care providers, Government departments, and nonprofit agencies. Eden I&R's Executive Director appeared on a panel to give a brief presentation about 2-1-1's role related to disasters. The next day the entire delegation toured Eden I&R's facilities, where they requested and received information to take back to their country to possibly start a similar phoneline for their residents. Materials shared included: Two PowerPoint presentations with overviews of 2-1-1; several marketing/outreach materials; and the 2-1-1 training manual. The delegation members were extremely appreciative of our work and it is our hope that they will succeed in building a similar 24/7 service in their country.

The Alameda County VOAD (Voluntary Organizations Assisting in Disasters) honored the Arnold Family this month for the many years of service Ollie Arnold provided to disaster related preparedness, response and recovery. Not only was Ollie a 15 year employee of Eden I&R, but she was also a founding member, and Chair, of VOAD. The Arnold family was presented with resolutions from California Assembly member Bill Quirk and the Alameda County Board of Supervisors (who will honor Ollie again at their November 3rd meeting).

Call Information

Call Examples

~ An Alameda resident called for assistance with housing. The caller informed 2-1-1 that she had mobility issues and was frail. She had concerns about her current unit because she had 9 electrical outlets on one circuit and had been told that this was both illegal and dangerous as it could result in fire. She had approached her landlord but he had not resolved the issue and she did not want to pursue landlord tenant mediation. The caller had a foreign retirement income as she relocated from Europe in late adulthood. The caller was referred to 4 low income/subsidized housing units, as well as to a room share in Antioch, and one in Hayward, and to a one bedroom apartment in Oakland.

~ An Albany resident called for information on urgent care centers that accept Medi-Cal. The caller was referred to Asian Health Services, and to Valley Care Health Systems.

~ A Berkeley resident called for housing resources. The caller informed 2-1-1 that she had a child who was developmentally disabled and that she needed to locate a place that was close to her child's school and her workplace. The caller was referred to 6 rental units.

~ A Berkeley resident called for alcohol dependency support groups and for anger management classes. The caller was referred to Alameda Family Services for substance abuse services and anger management classes as well as to Alcoholics Anonymous for alcohol dependency support group.

~ A Castro Valley resident called for referrals to nearby clinics to schedule a general care appointment. The caller was asked and indicated that she had Medi-Cal at the time of the call. The caller was referred to the Eden Medical Center and to the Hayward Wellness Center-Alameda Health Systems (AHS).

~ A Dublin resident called stating that she was depressed and had suicidal thoughts. The caller was asked if she had a plan and the means to hurt herself and she indicated she did not. The caller was asked if she needed assistance connecting to a suicide prevention hotline, and the caller indicated she could make the call on her own. The caller was referred to the Crisis Support Services of Alameda County, the National Suicide Prevention Hotline and the Contra Costa Crisis Center.

~ An Emeryville resident called to inquire about St. Mary's. The caller indicated that she had heard they had events for victims of domestic violence that could help someone like her. 2-1-1 provided the caller referrals to The Women Daytime Drop-in Center (WDDC); to St. Mary's for homeless case management; to Ruby's Place for shelter; and to the Family Justice Law Center, Family Violence Law Center and the 24 Hour Mobile Response Team for domestic violence services.

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Call Examples	~ A Fremont resident called for rental listings. The caller informed 2-1-1 that she had lost her home to foreclosure and was looking to rent immediately. Caller said her son in law and her daughter's 9 year old twins live with her. The caller was provided several listings for housing, but she accepted only the one in Castro Valley.
	~ A Hayward resident, who was going through divorce proceeding, called for housing listings. The caller informed 2-1-1 that she was caring for her 2 children. The caller was referred to 6 rental units in Alameda County.
	~ A Livermore resident called 2-1-1 to ask if her daughter could receive any sort of financial compensation for caring for her. The caller had been informed by her physician that she did not have long to live and her daughter wanted to move in with her and take care of her. The caller was informed about In-Home Support Services and referred to the Alameda County Social Services Agency.
	~ An Oakland resident called for information on criminal record expungement assistance. The caller indicated that she was pregnant and wanted the record cleared before her baby was born. The caller was referred to The East Bay Community Law Center's Clean Slate Clinic; and to the Alameda County Public Defender for dismissal of old convictions, record sealing and Certificate of Rehabilitation.
	~ A Piedmont resident called for landlord tenant assistance. The caller was referred to Causa Justa and the East Bay Community Law Center.
Caller Feedback	~ "I was just talking to your employee, I didn't get a chance to get her name. She was excellent, the lady is a blessing. Your employee was so patient, so respectful and so empathetic. I explained my situation and she took the time to listen to me."
	~ "I appreciate your service, it's always great."
Staff Inservice Training Sessions	~ East Bay Community Law Center In-Service Presentation
	~ Legal Assistance for Seniors In-Service Presentation
	~ Alameda County Community Foodbank In-Service Presentation
	~ 2-1-1 Staff Training, MAA, CETF & AC Transit

Resource Information And Technology Updates	
Services Database	~ Four (4) new agencies were added in the services database this month.
	~ The services database contains 1,163 agencies and 2,939 programs.
	~ The process of updating the 577 "Directory" agencies is almost complete. There are only 5 agencies left to update.
Housing Database	~ 241 new units were added to the housing database this month.
	~ The Housing database contains 82,825 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 19,846 pageviews from 6,169 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in October: Information about the Northern California wildfires was updated including a workshop on healing and resilience and another on insurance claims. Also posted was information about The Great ShakeOut and a visit from a delegation from Nepal.
Technology	~ Installed newer phone components and additional backup phone equipment to minimize downtime in the event of a future hardware failure.
	~ Submitted first quarterly report related to the Managing Mobility through 2-1-1 project with AC Transit.
	~ Conducted Big Blue Book analysis to make determination of optimum number of books to print in the future.
	~ Conducted an evaluation of the future direction of the Online Housing and Information Project (OHIP) service offering.

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Outreach/Public Information Activities	
Meetings	~ Management team members continued to meet with AC Transit representatives as we move forward on enhancements to Eden I&R's transportation information as well as additional transportation/2-1-1 marketing materials.
	~ The Executive Director met with an Oakland consultant assisting with an updated housing strategy for Oakland residents. The consultant toured the agency and became more acquainted with 2-1-1s capabilities, particularly as it relates to the unique housing database with over 82,000 unit listing countywide.
	~ The Executive Director, Director of Information Technology and the 2-1-1 Manager all participated in an Eden I&R website presentation at the Joint ReEntry meeting that focused on how to search the agency's website for health, housing and human services information. It was a very participatory presentation that was very well received and included a variety of questions from the re-entry advocate community.
	~ The Executive Director attended the monthly ReEntry Community Partnership Executive Committee meeting during which updates were exchanged about reentry client employment, & housing successes and challenges.
	~ Conversations were held with several nonprofit agencies outside of Alameda County who are interested in starting housing databases similar to Eden I&R's. They are impressed by what we have achieved, and dismayed by the costs in terms of staff time needed to populate the database, continually enhance it, as well as keep the housing data up to date. It's needed by most every community but extremely staff intensive.
	~ The Executive Director participated in the monthly 2-1-1 Regional Partnership conference call that focused, in large part, on the northern California fires.
	~ The 2-1-1 Manager attended the EveryOne Home Annual Meeting.
Fairs/Events/and Outreach	~ Eden I&R staff participated in the California Great ShakeOut again this year. This important earthquake drill includes finding a safe place to drop, cover and hold (eg, under a heavy desk), safety checks of each other and the building, checking for "go bags" that include individual staff member's emergency supplies, and other basic response activities. Practicing the agency's full disaster response plan takes place when the EOCs are activated and Eden I&R's assigned staff member relays emergency information back to the agency for public dissemination over the phone and the web.
	~ The Executive Director attended an event (thanks to our partners at PG&E) held by and for CASA For Children (Court Appointed Special Advocates) during which there was an update about the many good works of that organization related to mentoring foster youth who have been abused; as well as an exchange of information related to 2-1-1.
	~ The Development/Marketing Officer attended a community meeting about the Emergency Food and Shelter Program funded by FEMA.
	~ Staff hosted booths at seven events this month to inform the community about the 2-1-1 service: Lifelong Medical Care event in Berkeley, Dublin Senior Center Fair, the Ashland/Cherryland FamFest in Hayward, the Courageous Women event at Glad Tidings Church in Oakland, the Tri-Valley Housing Mixer in Pleasanton, Supervisor Keith Carson's Disaster Preparedness Fair in Oakland, and a Community Open House hosted by The Principled Academy in San Leandro.
	~ 2-1-1 outreach materials were provided to the following organizations and agencies: Oakland Public Library, Supervisor Keith Carson's office, Lifelong Medical Care, CSU East Bay, Alameda County Superior Court and Alameda County VOAD.

Alameda County Summary By City

10/1/2015 Through 10/31/2015; 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	197	141	56	91	46	17	74	37	24	405
Albany	15	11	4	6	4	4	2	1	1	42
Berkeley	471	301	170	165	100	37	128	63	46	910
Castro Valley	102	61	41	49	23	9	40	21	13	212
Dublin	24	13	11	12	7	3	9	4	1	51
Emeryville	41	30	11	27	11	4	23	14	13	90
Fremont	246	163	83	131	51	30	101	54	29	457
Hayward	925	593	332	415	172	82	333	201	124	1724
Livermore	125	69	56	60	27	11	49	32	22	235
Newark	86	42	44	35	11	6	29	22	12	159
Oakland	4266	2222	2044	1446	644	312	1132	655	438	7593
Pleasanton	48	29	19	21	8	1	20	13	9	84
San Leandro	460	316	144	205	94	54	151	112	62	860
San Lorenzo	68	43	25	26	10	6	20	14	5	106
Union City	115	73	42	60	17	11	49	35	20	203
Other	1287	173	1114	135	52	30	105	53	39	632
Grand Total:	8485	4280	4205	2884	1277	617	2265	1331	858	13776

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 10/31/2015; 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	798	508	290	269	125	54	215	115	67	1690
Albany	80	44	36	24	13	10	14	9	5	179
Berkeley	1787	950	837	523	269	124	399	185	136	3467
Castro Valley	406	243	163	162	69	38	124	71	43	836
Dublin	149	77	72	59	28	9	50	22	12	301
Emeryville	171	110	61	65	22	13	52	33	26	320
Fremont	1263	748	515	505	186	121	384	224	131	2315
Hayward	3831	2294	1537	1341	530	256	1083	668	390	7515
Livermore	480	274	206	195	74	34	161	108	70	938
Newark	394	199	195	133	45	26	107	81	51	734
Oakland	16744	8242	8502	4471	1893	972	3494	2116	1424	30881
Piedmont	33	3	30	3	2	2	1	0	0	39
Pleasanton	204	111	93	70	26	11	59	35	22	451
San Leandro	1950	1265	685	690	290	137	552	344	200	3873
San Lorenzo	241	150	91	105	40	15	90	61	36	512
Union City	528	357	171	206	53	39	167	115	62	1038
Other	5465	704	4761	514	195	111	403	180	120	2934
Grand Total:	34526	16279	18247	9335	3860	1972	7355	4367	2795	58027

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