



Office of the City Manager

November 27, 2017

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 October 2017, including a summary of calls by city. If you have any questions, please contact Savita Chaudhary, Information Technology Director, at 981-6541.

Attachment

cc: Jovan Grogan, 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, Assistant to the City Manager/Public Information Officer

Noteworthy Updates

During the month of October, 4,885 calls were handled by 2-1-1 Resource Specialists and 7,770 health, housing and human service referrals were provided. Of the unduplicated callers 74% were female, 29% were single mothers with minor children, and 56% reported they were living with disabilities. (These statistics exclude callers who opted to not provide demographic information during intake.) 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 services resource directory; in October they received 22,030 pageviews and 5,502 sessions.

The agency's new website, www.edenir.org, launched on October 1. Previously, the site could only be updated easily in our office and by few staff. The newly re-designed site can be updated from anywhere that has an internet connection and multiple staff will be trained to be able to update the website. This is significant as Eden I&R now has a much greater ability to keep the site current during the event of a disaster. Additionally, the new website also formats nicely on a variety of mobile devices. Our agency now has a site that is more reflective of the great information and programs we are providing to the community. Additionally, we took this opportunity to change the primary domain name for our Resource Finder Website. Previously, the alamedaco.info domain was the primary domain name for the Resource Finder Website. www.211alamedacounty.org is the new primary domain name for the resource finder website. The three primary domains now used by Eden I&R are: www.edenir.org, www.achousingchoices.org, and www.211alamedacounty.org

In October, the entire staff of Eden I&R participated in the 2017 Great ShakeOut, an international event promoting earthquake safety and teaching the critical core concept of "Drop, Cover, and Hold On!" After the drill, all staff and volunteers were given information about quick and easy preparedness steps, including how to make SKIP (Safety Kept In Place) Kits, which teach how to make small preparedness kits from everyday household items. This is an example of the positive and empowered disaster preparedness trainings that can be offered by Eden I&R. For more information about the Great ShakeOut, as well as Eden I&R's role in disaster preparedness, response, and recovery go to: www.shakeout.org and <http://edenir.org/disaster-preparedness> or <http://edenir.org/disaster-resources>

Call Information

Call Examples

~ A 62-year-old Alameda resident requested legal assistance referrals. The caller had been assaulted and physically injured by three individuals who resided in her apartment complex and her injuries had forced her to be hospitalized. 2-1-1 referred the caller to the Victim/Witness Assistance Division of the Alameda County District Attorney's Office, which assists victims of violent crime to receive compensation for any medical and mental health counseling expenses resulting from a crime, as well as other services. Additionally, 2-1-1 referred her to Legal Assistance for Seniors, an agency in Oakland that provides legal referrals to persons 60 years and older. Because of the assault, a legal process was in place and the caller needed legal advice.

~ A 60-year-old Berkeley resident who had recently sustained arm and leg fractures requested financial assistance to pay for her prescribed medication. Although the caller was enrolled in Medi-Cal, the program did not cover her pain medications and she was unable to pay for them on her own. 2-1-1 referred the caller to three prescription assistance programs. The first was Partnership for Prescription Assistance, a program that helps qualifying patients get the medications they need at a reduced cost or for free; the second was Pfizer RxPathways, a program that offers co-pay assistance and access to medicines for free or at a savings for eligible patients; and lastly she was referred to the Vibrant Care Pharmacy, which offers free medication consultations and credit accounts, in addition to addressing the special needs of the elderly, individuals living with HIV, and others.

~ The mother of a nine-month-old child with a developmental disability requested child care resources. The family was very low income and resided in Fremont. 2-1-1 referred the caller to Through the Looking Glass's Early Head Start Program, which specializes in working with families in which children have disabilities. She was also referred to the Family Resource Network of Family Resource Navigators, an agency that offers resources and support services to families with children aged five and younger with developmental disabilities. Additional referrals were provided to the TrustLine Registry, a child care resource and referral network of in-home child care providers that have passed background screenings, and to Kidango's Early Care and Education Program, which offers full and part-day early education and preschool programs to children from birth to five years.

Monthly Narrative Report: October 2017

<p>Call Examples</p>	<p>~ A 51-year-old Hayward resident whose wife is 65 years old and living with a physical disability requested financial assistance with payment of his electric/gas bill, as they were very low income. 2-1-1 referred the caller to three utility payment assistance programs. The first was the Home Energy Assistance Program run by Spectrum Community Services, which offers energy bill assistance to low-income residents; he was also referred to the PG&E REACH Program run by the Salvation Army, which offers energy assistance for low-income residents; and lastly the caller was referred to the Alameda County Social Services Agency's Season of Sharing Program, which offers utility payment assistance to eligible households in which utility service is under threat of immediate shut-off. Additionally, the caller requested referral to a low-income apartment that he could afford. 2-1-1 referred him to the Hayward Village Senior Apartments in Hayward, which had an open wait list for application to a one-bedroom senior apartment that was within the caller's price range.</p>
	<p>~ A 65-year-old homeless Oakland female called for referral to low-income housing and clothing. The caller had both physical and mental disabilities, her income consisted of SSI funds totaling \$920 per month, and she was currently residing in an Oakland shelter. 2-1-1 referred her to four low-income apartments for rent with open wait lists to apply that were within her ability to pay. Additionally, because the caller was a homeless senior woman staying in a shelter, 2-1-1 referred her to the North County Senior Homeless Program run by Bay Area Community Services. This program assists homeless seniors 60 years and older with a mental health disability to find housing and helps to pay move-in costs, provides subsidies, and offers mental health treatment. For clothing, the caller was referred to Harbor House Ministries in Oakland, an agency that provides free clothing and groceries.</p>
	<p>~ A victim of domestic violence called from San Leandro to find a shelter and obtain legal assistance with filing a restraining order against her abuser. 2-1-1 referred the caller to the 24-Hour Mobile Response Team for shelter referral/placement, and to Ruby's Place, a Hayward shelter that offers stays of up to 90 days to domestic violence and human trafficking victims. For legal services, she was referred to the Family Violence Law Center in Oakland, which offers restraining order counseling/assistance. In addition, the caller was referred to the Victim/Witness Assistance Division of the Alameda County District Attorney's Office, a program that assists victims of domestic violence and other violent crimes to receive help through the court system and obtain compensation to cover medical and wage loss expenses resulting from these crimes.</p>
	<p>~ A 73-year-old female Dublin resident called seeking low-income housing resources in the Tri-Valley area. The caller had a fixed income from a pension and social security. 2-1-1 referred her to five one-bedroom, below-market-rate apartments for rent with open wait lists to apply that were within her financial means, located in the Tri-Valley, and for seniors 55 years and older.</p>
<p>Caller Feedback</p>	<p>"I am currently homeless, so, I am in a different city in Alameda County every night of the month. Your representative was very sweet and professional. She helped me a lot, and she went over above and beyond. From 1 to 5 stars, I will definitely give her a 5. Have a great day, bye."</p>
	<p>"Hello, I live in Castro Valley. I would like to leave a comment, the information giver, she was fine. She was just fine, and then she also asked if there is anything else that she could do, and that makes such a positive difference. I am over 70 years old, and I was looking for holiday food giveaway, and also in-home support service. I needed a provider. So, thank you very much."</p>
	<p>"Hi, good morning, this is my first time using 2-1-1 and it was very resourceful. I must say that the representative who helped me was very nice, very helpful... legendary customer service. She went above and beyond to assist me with holiday food boxes, and toys for my kids to sign up, extraordinary, great customer service. I just want to recognize her for her great customer service, and assisting me with all my needs. At the end of the call, I felt very pleased and very satisfied. I hope good feedback will help and continue the service to help single parents like myself, and ensure that we have a great holiday with our families. I appreciate the help from 2-1-1. Thank you so much and have a blessed day."</p>
	<p>"I live in Albany. Your staff person was very nice, very informative and I am really glad that I got her on the phone, thank you."</p>

Staff In-services and Training	<p>~ In-service presentation by Season of Sharing</p> <p>~ Two Call Center Staff Meetings; CES Orientation</p> <p>~ Two Staff Meetings; CES Problem Solving Housing and Training</p>
Resource Information And Technology Updates	
Services Database	<p>~ Five new agencies and eleven new programs were added to the Services Database this month.</p> <p>~ The Services Database contains 1,187 agencies and 3,048 programs.</p>
Housing Database	<p>~ 240 new units were added to the housing database this month.</p> <p>~ The Housing database contains 87,790 total housing units.</p> <p>~ Housing Subscriptions (mail & PDF) were sent to community-based organizations in Alameda County.</p>
Online Services Website	<p>~ 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 22,030 pageviews and 5,502 sessions/visitors.</p>
Website Updates	<p>~ Our public facing website was updated with links and information regarding Great #ShakeOut 2017 and The North Bay Wildfires. IT staff also added several website aliases to facilitate redirects. Also a time stamp with last modify date information was added to our Housing Website.</p>
Technology	<p>~ Planning meetings occurred to look at the additions needed to the 2-1-1 call form for the Coordinated Entry System (CES) for homeless callers. Identification of specific questions the phone resource specialists will be asking to determine literally homeless and non-literally homeless callers per HUD guidelines were discussed. Additionally, the placement of the questions and the branching of the questions were reviewed.</p> <p>~ Eden I&R began a project to assess and improve our agency reports to funders and public agencies. The first part of the project is in the data gathering stage to capture the current steps in the process from when the need for a report is identified as a result of a signed contract to how the specific requirements of each report are tracked. Although this project is in the early stages we are excited about the potential improvement to the current reporting process.</p>
Outreach/Public Information Activities	
Meetings	<p>~ Throughout the month, management staff continued to participate in a variety of meetings related to the planning and implementation of the Coordinated Entry System in Alameda County. This month, staff from Alameda County and EveryOne Home provided a training over two days to our staff, including the 2-1-1 Phone Resource Specialists, on the development and launch of Coordinated Entry and the role 2-1-1 will be playing assisting both literally homeless and non-literally homeless callers.</p> <p>~ Management staff hosted a monitoring visit by city of Oakland staff. The monitoring team reviewed several documents including Eden I&R's financial statements, board meeting minutes, example of client intake form in our iCarol database, and client satisfaction tool; was given a tour of the call center; and had individual meetings with various members of the management team. Findings from the report included that Eden I&R is meeting the terms and conditions of our grant agreement with the city of Oakland and its support of 2-1-1, and that the agency "provides a stable environment for the 2-1-1 program."</p> <p>~ The Executive Director participated in the monthly 2-1-1 CA Network call which focused primarily on the various 2-1-1's throughout the state and their role in the recent disasters including Hurricanes Harvey, Irma and Maria, and the North Bay wildfires.</p> <p>~ At the invitation of the city manager, the Executive Director made a presentation to the Emeryville city council on 2-1-1 Alameda County with a focus on our role in a disaster.</p>

Monthly Narrative Report: October 2017

<p>Meetings</p>	<p>~ Eden I&R's board of directors met for its quarterly meeting. Agenda items included a presentation by staff on options for a new and improved phone system, an update on the agency's current organization budget, how board members can assist with fundraising, and approval of the agency's health plan for its staff for 2018.</p> <p>~ The Executive Director attended the quarterly in-person 2-1-1 Bay Area Partners meeting, hosted by 2-1-1 Contra Costa at its office in Walnut Creek.</p>
<p>Fairs/Events/ Outreach</p>	<p>~ 2-1-1 staff hosted a booth and provided resource referrals to participants at the Dublin Senior Center Information Fair; Courageous Woman event in Oakland; Livermore Housing Authority Health & Wellness Fair; and the Chabot Health and Wellness Fair in Hayward.</p> <p>~ 2-1-1 staff conducted trainings for and provided resource referrals to participants at a Disaster Preparedness Training for the Hayward Area Historical Society in Hayward, a SKIP (Safety Kept In Place) Kits Disaster Training for the City of Dublin, a SKIP Kits Disaster Training for the Computer Technologies Program in Berkeley, and three SKIP Kits trainings for three closely located but separate Senior Housing facilities in Livermore.</p> <p>~ Outreach materials were distributed by request on two separate occasions to Denise Blase in Newark, Skyline High School in Oakland, and Alameda County Social Services in Oakland.</p> <p>~ In summary, for September, Eden I&R served 389 people at trainings, events, and fairs and distributed 3,808 pieces of outreach materials to service providers and residents of Alameda County.</p>

Alameda County Summary By City

10/1/2017 Through 10/31/2017; 2-1-1

<i>City</i>	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	118	61	57	48	26	12	28	14	9	209
Albany	8	2	6	2	0	0	2	0	0	16
Berkeley	260	120	140	88	37	15	61	15	13	376
Castro Valley	66	38	28	26	13	9	13	6	4	105
Dublin	36	18	18	13	7	1	10	5	3	59
Emeryville	58	36	22	27	12	5	21	4	3	115
Fremont	239	124	115	83	26	20	47	28	17	396
Hayward	577	281	296	209	96	44	142	71	49	963
Livermore	86	46	40	33	15	3	25	10	8	157
Newark	31	20	11	17	7	4	10	6	3	46
Oakland	2065	1055	1010	756	325	179	479	264	189	3615
Piedmont	2	1	1	1	1	0	1	0	0	7
Pleasanton	42	15	27	14	6	4	7	4	2	58
San Leandro	307	156	151	110	55	24	79	34	21	691
San Lorenzo	28	18	10	16	9	3	11	4	2	55
Union City	70	32	38	27	13	7	18	11	8	128
Other	892	146	746	112	34	21	54	20	14	774
Grand Total:	4885	2169	2716	1582	682	351	1008	496	345	7770

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and completed quality assurance calls. Callers include individuals in need of resource referrals as well as service providers and advocates seeking resource referrals for clients.

- 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

7/1/2017 Through 10/31/2017; 2-1-1

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Alameda	493	286	207	174	72	41	110	48	27	714
Albany	44	13	31	12	5	3	7	4	0	64
Berkeley	1000	443	557	281	122	61	177	57	41	1422
Castro Valley	260	125	135	85	41	26	49	19	9	428
Dublin	158	74	84	46	19	5	36	8	5	231
Emeryville	189	123	66	70	27	14	50	17	11	325
Fremont	928	440	488	287	98	69	175	96	48	1476
Hayward	2557	1276	1281	825	304	168	562	312	192	3838
Livermore	358	179	179	121	39	15	75	37	24	537
Newark	186	92	94	68	19	14	45	31	13	289
Oakland	8667	4129	4538	2586	1044	564	1668	901	626	14200
Piedmont	17	2	15	2	2	0	1	0	0	25
Pleasanton	188	72	116	57	13	7	39	19	10	274
San Leandro	1255	660	595	391	154	92	260	131	89	2299
San Lorenzo	168	92	76	46	29	10	28	14	8	281
Union City	259	128	131	92	40	22	59	31	23	458
Other	3821	674	3147	489	125	76	228	73	52	2930
Grand Total:	20548	8808	11740	5632	2153	1187	3569	1798	1178	29791

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- 5. **Youth Under 18:** The total number of households with youth under the age of 18 in the household.