



Office of the City Manager

October 21, 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 September 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: September 2015

Noteworthy Updates

During the month of September, 8,546 calls were handled by 2-1-1 Resource Specialists and 14,377 health, housing and human service referrals were provided. Of the unduplicated callers, 80% were female, 30% 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 September they received 18,049 pageviews from 5,846 sessions/visitors

Northern California experienced some of the worst fires in the State's history this month. 2-1-1 organizations throughout the State, but particularly 2-1-1 Sonoma, gathered and distributed updated fire-related information over the phones (locally) and on websites (statewide). Local residents had access to information such as open/closed transportation routes, shelter locations, disaster response centers, etc. while people outside of the area could access information about donations (what not to donate as well as what was needed: eg, clothing was no longer needed but financial donations continue to be needed). Eden I&R was one of the first 2-1-1s to offer assistance and to add fire-related information on our website.

After 3 wonderful years with the agency, Eden I&R said goodbye to our beloved Deputy Director Alison DeJung. We thank her for her tremendous contributions to the agency as a whole, the staff, and the hundreds of thousands of clients who benefited from Alison's service. We wish her well as the new Associate Director of California School Based Health Alliance. They are lucky to have her.

To all of our funders, this is a very difficult time for nonprofits like Eden I&R to keep staff and hire new employees due to the Bay Area economy producing much higher paying jobs. I do not fault any long term employees who seek higher wages and I wish them well. Our funders need to understand, however, that without additional revenue to pay much deserved COLAs as well as decent entry level wages, it is exceedingly difficult to maintain the high level services that our clients, and funders have come to expect (and deserve). We therefore thank those of you reading this report to consider contributing additional financial support to Eden I&R at this time. As a reminder, all of our prior 2-1-1 monthly reports are on our website at www.211alamedacounty.org, so that you can track the numbers and types of populations benefitting from 2-1-1 services.

Call Information

Call Examples

~ An Alameda resident called for shelter for the family which consisted of a dual parent household with three young children. The family was referred to the Salvation Army and to FESCO-The Family Emergency Shelter Coalition for shelter. For transitional housing the family was referred to Sakoda, McKinley and Harrison House Family Programs through BOSS, and to the East Oakland Community Project. For drop-in services, daytime respite, laundry, showers, hygiene supplies, lockers for storage, housing search assistance, benefits advocacy and phone access, the family was referred to the Multi Agency Service Center (MASC). The caller requested and was provided the toll free service numbers to both 2-1-1 Contra Costa and San Francisco.

~ The YWCA in Albany called for information on the County Waste Management Office and for rides for seniors. 2-1-1 provided referrals to the Senior Helpline Services for seniors with limited transport access; and to Waste Management Alameda County-WMAC.

~ The East Bay Community Law Center in Berkeley called for shelter for a single male client. 2-1-1 provided a referral to Change to Come in Oakland who had space availability on the day of that call.

~ A Castro Valley resident who was disabled called for transitional housing that would accept her service animal. The caller informed 2-1-1 that as the result of suffering from anxiety, she was challenged in dealing with several people at one time. Staying in a shelter was not an option for her, so she had been living in her car. The caller was referred to Tri-Valley Haven; to ECHO Housing for shared housing counseling and placement; and God's Love Transitional Housing Program.

~ A Dublin resident called on behalf of her son who had Cerebral palsy and was deaf. The caller indicated that her son had worked for several years and was almost a senior. He was having difficulty applying for State Disability Insurance benefits. The caller said that the family was very frustrated and needed assistance so that her son could receive the benefits he needed. For benefits assistance, the caller was provided referrals to Homeless Action Center and Community Resources for Independent Living. For protection and advocacy for individuals with disabilities, the caller was referred to the People with Disabilities Foundation and for legal assistance with public benefits; the caller was referred to the Bay Area Legal Aid.

~ A senior residing in Emeryville called for information on reporting a fraudulent business over the internet. 2-1-1 referred the caller to the California Department of Consumer Affairs -DCA; The Better Business Bureau-BBB and to Legal Assistance for Seniors-LAS.

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Call Examples	~ The Tri-City Health Center, LGBT Services in Fremont, called for housing and employment resources in Berkeley for a client that was transitioning from male to female. 2-1-1 provided referrals to Rubicon for training, employment and housing; to BOSS and Berkeley Food and Housing Project for housing; to the Pacific Center for Human Growth for a safe space for members of the LGBTQ Community to access free medical services, health care education and to connect with additional services in the East Bay.
	~ A Hayward resident called for assistance with beds and other furniture for her family, as the family income could not support purchase of these items. The caller was referred to the Society of St. Vincent de Paul.
	~ A Livermore pizzeria called 2-1-1 because they had baked a large order of pizzas for which the customer had not paid or collected. The pizzeria wanted to donate the order to a nonprofit agency serving community residents such as a shelter. 2-1-1 provided the business with information on Tri-Valley Haven as it serves homeless families, women with children, men with children and single women.
	~ A Newark resident called for information on an assisted living facility that her brother might be able to afford with his limited income. The caller stated that he had been living with his sister, but he did not want to burden her with his care. 2-1-1 referred the caller to AssitedLivingFacilities.org
	~ An Oakland caller whom 2-1-1 has assisted for various resources since 2009, called for locating temporary placement for her son so that she could have much needed surgery. The son was a young adult with Downs Syndrome needing 24 hour care with his daily living activities. The caller was very worried about her son, at the same time; she could barely walk and could not put off having surgery. The caller wanted to preserve her family and reunite with her son after the surgery. She needed assistance with respite care and housing stability. 2-1-1 was able to connect the caller to the Regional Center Services and they assisted in getting the young man a temporary placement in San Leandro. Since the caller had informed 2-1-1 that she was on SSI as well and had chronic mental health issues, 2-1-1 informed the caller about the Shelter + Care program and asked if she needed assistance advocating for services. Having received her permission, 2-1-1 contacted the S+C coordinator with information on the caller's situation. He in turn contacted all S+C providers in Alameda County and several agencies (Sunrise Village-ABODE Services, FESCO and BACS) and provided options for the caller which included shelter, transitional housing, case management and wrap around services. The caller was very appreciative for the assistance and support she received.
	~ A San Leandro caller for assistance with low income subsidized housing information and follow up with his Medi-Cal application status. The caller was provided a subsidized listing in Hayward and the contact information for Alameda County Social Services, Department of Adult, Aging and Medi-Cal Services.
	~ A Union City resident called for assistance with immigration paperwork for her mother. The caller was provided referrals to Centro de Servicios and Catholic Charities of the East Bay.
Caller Feedback	~ "Thank you for listening to me, people just don't do that anymore. I appreciate the time you have spent on the phone trying to help me. Thank you, I really appreciate it.
	~ "You told me about the Regional Center and they helped me find a place for my son. I trust you. I know I'm going to get all the help I need and its going to be alright...Lord knows I need the help. I really appreciate all you done for me already."
	~ "Your employee was very sweet, very kind, and very helpful."
Staff Inservice Training Sessions	~ Rubicon provided an inservice presentation
	~ 2-1-1 inhouse MAA, CalFresh, AC Transit and CETF Review
	~ Center For Elder Independence provided an inservice presentation
	~ Mujeres Unidas y Activas provided an inservice presentation

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Resource Information And Technology Updates	
Services Database	~ Two (2) new agencies were added to the services database this month.
	~The services database contains 1,161 agencies and 2,933 programs.
	~ The process of updating the 578 "Directory" agencies continues. We have now updated 463 agencies.
Housing Database	~ 191 new units were added to the housing database this month.
	~ 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 18,049 pageviews from 5,846 sessions/visitors.
Website Updates	~ The following information was posted to Eden I&R's website in September: Constantly changing updated information about the Valley and Butte Fires, such as: location of Evacuation Centers, location of Disaster Recovery Centers, updates on containment, issuance of a Presidential major disaster declaration, instructions for calling 2-1-1 Sonoma from other area, notices of community meetings to provide info on the fire, workshops on healing and resilience, and information on how to locate family and friends; how to volunteer, and how to donate.
Technology	~ Met with project team members from AC Transit related to finalizing quarterly report formats for the Marketing Mobility Management through 2-1-1 project. Participated in AC Transit and Center for Independent Living training on Mobility Information for Seniors and Persons with Disabilities.
	~ Maintained information on our website to keep the public informed of the fires impacting Northern California.
	~ Added the capability to our AHIP database to be able to report on counts of Restricted and Unrestricted Housing Referrals.
	~ Conducted an analysis to determine the optimum number of Big Blue Books to produce.

Outreach/Public Information Activities	
Meetings	~ The Executive Director and the IT Director continued to meet with AC Transit representatives as we prepare for a major 2-1-1 transportation marketing effort that will alert people, particularly seniors and people living with disabilities, that they can call 2-1-1 24 hours a day & receive transportation-related assistance along with customized health, housing, and human service referrals.
	~ The Executive Director met with CA Assemblyman Bill Quirk and discussed the need for statewide sustainable funding for 2-1-1. Next steps were discussed and appointments made for future discussions with recommended elected officials.
	~ The Executive Director and the Director of IT continued meeting with representatives from "open referral" type projects with the goal of making Alameda County's health, housing and human services information as widely accessible as possible; and simultaneously making sure that the information remains comprehensive and accurate (which necessitates ongoing, sustainable funding).
	~ The Executive Director attended the monthly regional Bay Area 2-1-1 Partnership meeting which focused on disaster preparedness, response and recovery. One of the major goals of California 2-1-1 organizations is to make sure that all Californians have access to the 3-digit number 2-1-1 before, during and after a disaster. Also, on a local level, it is imperative that all 2-1-1s have an updated MOU with their local Office of Emergency Services, assuring updated information during a disaster. Eden I&R was one of the first 2-1-1s in the State to obtain such an MOU with local Alameda County OES.

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Fairs/Events/and Outreach	<p>~ As a guest of Alameda County Sheriff Ahern, the Executive Director was able to participate in Urban Shield again this year. This very intensive three-day event includes workshops and drills all aimed at protecting the public from domestic and international terrorists. This event is also an incredible opportunity to educate first responders about the ways in which the three digit phone number, 2-1-1, becomes a vital public communication system that distributes vetted disaster related information (thus freeing up 9-1-1 for life-threatening calls only).</p>
	<p>~ The Development/Marketing Officer tabled at two Kaiser disaster preparedness events; at Kaiser's downtown Oakland office, and the Pleasanton office.</p>
	<p>~ The Hayward Health and Wellness Fair was tabled by the Development/Marketing Officer. The event was at the Hayward City Hall.</p>
	<p>~ The Development/Marketing Officer tabled at the United Seniors of Oakland and Alameda County Fair at the Oakland Zoo.</p>
	<p>~ A Bilingual Resource Specialist and the Development/Marketing Officer tabled at the Great Shoe Give-Away at the Oakland Arena. This was a very large event, with over 3,000 people attending.</p>
	<p>~ The 2-1-1 Program Manager participated in the Santa Rita Jail re-entry event.</p>
	<p>~ Materials were distributed to the following organizations in September: AC Transit, Alameda County Social Services Agency, La Clinica, Park School, Alameda County Sheriff's Department, St. Vincent de Paul – Alameda County, Bethel Missionary Church and Oakland Housing Authority.</p>

Alameda County Summary By City

9/1/2015 Through 9/30/2015; 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	254	170	84	93	48	16	77	40	25	526
Albany	13	6	7	5	3	2	3	2	0	24
Berkeley	462	247	215	160	79	40	120	61	43	836
Castro Valley	97	68	29	49	20	10	39	28	21	218
Dublin	38	20	18	17	8	0	17	8	7	64
Emeryville	48	29	19	21	9	4	17	8	6	75
Fremont	333	199	134	142	52	33	109	63	38	601
Hayward	860	555	305	400	163	79	319	192	111	1698
Livermore	129	80	49	60	21	10	50	31	20	235
Newark	97	53	44	40	15	10	30	22	16	180
Oakland	4166	2218	1948	1468	638	306	1162	720	480	7660
Piedmont	10	3	7	3	2	2	1	0	0	10
Pleasanton	49	27	22	21	9	2	19	9	7	105
San Leandro	490	356	134	239	104	42	197	111	63	1041
San Lorenzo	59	38	21	32	15	5	27	17	9	126
Union City	127	84	43	55	15	9	46	26	11	218
Other	1314	195	1119	157	63	28	129	59	39	760
Grand Total:	8546	4348	4198	2962	1264	598	2362	1397	896	14377

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 9/30/2015; 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	601	367	234	206	96	41	165	90	50	1284
Albany	65	33	32	19	9	6	13	8	4	137
Berkeley	1316	649	667	403	198	94	309	144	104	2557
Castro Valley	304	182	122	128	54	30	98	60	36	624
Dublin	125	64	61	51	25	6	45	19	12	250
Emeryville	130	80	50	50	18	10	40	25	19	230
Fremont	1017	585	432	397	147	94	303	180	106	1858
Hayward	2906	1701	1205	1051	415	193	856	528	305	5791
Livermore	355	205	150	145	50	23	122	84	54	702
Newark	308	157	151	103	35	20	83	64	43	575
Oakland	12478	6020	6458	3470	1476	737	2730	1673	1122	23287
Piedmont	24	3	21	3	2	2	1	0	0	26
Pleasanton	156	82	74	53	20	10	43	25	16	367
San Leandro	1490	949	541	557	234	97	459	279	168	3013
San Lorenzo	173	107	66	88	36	10	78	52	32	406
Union City	413	284	129	163	43	31	132	87	45	835
Other	4178	531	3647	407	160	85	322	140	89	2302
Grand Total:	26041	11999	14042	7294	3018	1489	5799	3458	2205	44248

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