



Office of the City Manager

October 20, 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 September 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: 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 September, 5,512 calls were handled by 2-1-1 Resource Specialists and 10,435 health, housing and human service referrals were provided. Of the unduplicated callers, 70% were female, 22% were single mothers with minor children, and 35% 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 services resource directory; in September they received 20,005 pageviews and 6,332 sessions.

This month Eden I&R's Deputy Director and Disaster Preparedness Coordinator attended the annual Urban Shield Yellow Command exercise for regional Public Information Officers (PIO) in the newly renovated Joint Information Center (JIC) in the PIO room at the Alameda County Emergency Operations Center in Dublin. The exercise scenario focused on Commodity Points of Distribution for water distribution following a major earthquake on the San Andreas Fault. PIO representatives relayed to Eden I&R staff updates and information about the scenario, which was then distributed to all 2-1-1 Call Center and Information Management Department staff. The agency tested its new database system during the exercise and handled mock 2-1-1 calls related to the exercise.

Eden I&R Deputy Director, Sarah Finnigan, was selected for the California Emergency Services Association (CESA), Coastal Chapter, Silver Award for exceptional efforts in the field of emergency management and preparedness, in creating useful and innovative materials for local volunteer organizations and for leadership in her local community. The CESA Coastal Chapter Awards Ceremony took place on September 19 during the quarterly CESA Coastal Chapter Workshop.

We are only a few weeks away from the celebration of the agency's 40th anniversary and the upcoming retirement of Executive Director Barbara Bernstein and board member Ilene Weinreb! In September, **Kaiser Permanente**, **First Republic Bank**, **Wells Fargo**, and **Paramedics Plus** joined the growing list of event sponsors. Tickets are on sale now! To read more about the event, which will be held from 5:30-7:30pm on November 10 at the Hayward City Hall Rotunda, and to purchase tickets, go to: <https://edenir40years.eventbrite.com>

Call Information

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| <p>Call Examples</p> | <p>~ A Berkeley senior called for assistance with legal advice to deal with an abusive property manager who was harassing her and her roommate. The caller was referred to Bay Area Legal Aid, to ALACODA for services for seniors who are victims of crime and to the Victim/Witness Assistance Program, and to Adult Protective Services and Center for Independent Living for assistance with housing advocacy.</p> |
| | <p>~ A Dublin resident called for shelters. The caller informed 2-1-1 that he had children but they were not living with him. He further informed 2-1-1 that he had been in a car accident that had left him unable to fully care for himself and his children. He was waiting for his application for disability benefits to be approved. The caller was referred to five subsidized housing listings; to IHSS for in-home support services; and to Second Chance, Inc. for emergency shelter space.</p> |
| | <p>~ A Fremont resident called for resources for her son. She informed 2-1-1 that her son would not consider sober living homes and that even the mention of them would make him very angry. The caller said her son had physical difficulties that resulted in having serious anger management issues that included verbally abusive and threatening behavior. The caller had already called the Fremont Police Department several times to report her son and was considering helping her son move in to different place. The caller was referred to two subsidized housing listings. She was also provided referrals for her son to Portia Hume Behavioral Health for outpatient and partial hospitalization programs and the Alameda County Network of Mental Health Clients for mental health-related support groups.</p> |
| | <p>~ An undocumented Pleasanton resident called because she was in the process of becoming homeless with her three children and needed to locate shelter space. She was referred to Sojourner house. The caller was asked and shared with 2-1-1 that she was receiving CalWorks and CalFresh for the children and that the children had Medi-Cal.</p> |
| | <p>~ A homeless woman called from Oakland for shelter for herself and her 10-year-old child as well as a crisis hotline. 2-1-1 referred the caller to Love N Me for women's support groups, and Building a Solid Foundation, Alpha Omega Foundation, Images on the Rise, and the Berkeley Food and Housing project for housing.</p> |
| <p>Caller Feedback</p> | <p>~ "I live in Hayward. I am getting assistance for a short sale on my home. I have lived in Hayward since 1999, and I am 84 years old, and I try very hard not to get discouraged about selling my home. After speaking with 2-1-1, I feel much better. 2-1-1 gave me the number to legal aid, and I feel much more encouraged than I did before. I feel much better, so thank you everyone who works with the 2-1-1 program. It is very helpful. Thank you very much."</p> |

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| Caller Feedback | ~ "I am calling from Dublin, and I want to compliment you so much for the wonderful assistance I received. This is the first time I ever called 2-1-1, and I am going to tell my friends. Thank you very much and have a good day." |
| | ~ "I live in San Leandro. I just got done talking with 2-1-1, and your operator was very helpful, making sure that she found some places for me to call to apply to for subsidized housing, so I can get on the waiting list. She was very kind and was patient, so I really appreciate the help. I like all the program staff that work at 2-1-1. Thank for your help, and I appreciate everything! Thank you!" |
| | ~ "I am currently homeless, residing between Oakland and Berkeley. I called 2-1-1 for the first time today and got five or six different referrals. I wish I had found 2-1-1 sooner. I have been suffering for the last two weeks, just looking for help. 2-1-1 helped me tremendously...you really helped a lot. Thank you very much and I hope you have a good day." |
| Staff Inservice Training Sessions | ~ 4C's of Alameda County In-Service Presentation |
| | ~ 2-1-1 Review of Best practices on Call Notes, MAA, AC Transit, and Help Me Grow |
| | ~ 2-1-1 iCarol Review and Q&A |
| | ~ CRIL: Community Resources For Independent Living In-Service Presentation |

Resource Information And Technology Updates

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| Services Database | ~ Two new agencies and nine programs were added to the service database this month. |
| | ~ The services database contains 1,152 agencies and 2,929 programs. |
| | ~ The process of updating the 503 Non-Directory agencies in the services database continues. |
| | ~ The Information Management Department also participated in two disaster preparedness drills. |
| Housing Database | ~ 111 new units were added to the housing database this month. |
| | ~ The Housing database contains 84,637 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 , www.211alamedacounty.org , and www.alamedaco.info . This month the Online Services Directory received 20,005 pageviews and 6,332 sessions. |
| Technology | ~ This month, Laurie Aldrich was hired as the new Information Technology Specialist for Eden I&R. Laurie fills the position vacated by Bill Ferguson who left in August after 10 years at Eden I&R. She will be assisting with the agency's IT needs, website, and overseeing the phone system. |
| | ~ With the assistance of a volunteer, IT staff reorganized the IT equipment and software storage closet. Outdated equipment was identified for e-recycling. |
| | ~ Staff worked with the iCarol support team on feature enhancements and reporting refinements. |

Outreach/Public Information Activities

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| Meetings | ~ The Executive Director continued to meet with the agency's Board in preparation for the smooth transition to a new ED by the end of December 2016. |
| | ~ Management staff and Board representatives continued to meet in preparation for the 40th Anniversary and Retirement event on November 10, from 5:30-7:30pm, in the beautiful Hayward City Hall Rotunda. Check out Eden I&R's website for more details: www.edenir.org . |
| | ~ The Executive Director participated in statewide calls in preparation for the annual CAIRS Conference and 2-1-1 Summit to be held in Sacramento on October 5th and 6th. |
| | ~ The Deputy Director and the Disaster Preparedness Coordinator hosted the first meeting of the Alameda County Emergency Managers' Association (ALCO-EMA) Strategic Planning committee. Besides accomplishing the first objectives of the committee, a tour of Eden I&R and the 2-1-1 call center was provided to familiarize the ALCO-EMA Strategic Planning committee members with Eden I&R's mission and programs. |
| | ~ The Deputy Director attended the Alameda County Probation Department's Fiscal/Procurement Workgroup meeting. |
| | ~ The Deputy Director attended the Eden Area One Stop Partners Meeting and provided updates regarding career development and training resources and discussed further collaborations with partners. |
| | ~ The Deputy Director attended the Programs and Services Workgroup with Probation Department partners and services providers. |
| | ~ The Deputy Director attended the Community Corrections Partnerships Executive Committee meeting to hear updates and review the finalized bylaws and budget for the fiscal year. |

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| Meetings | ~ The Deputy Director participated at the Listening Session with Alameda County's new Chief Probation Officer, Wendy Still, in Berkeley. Chief Still interacted with each focus group and responded to questions and concerns related to re-entry and probation issues in Alameda County. |
| | ~ The Disaster Preparedness Coordinator attended the second meeting of the ALCO-EMA Strategic Planning committee. |
| | ~ The Disaster Preparedness Coordinator represented Eden I&R at the Emergency Management and Disaster Preparedness Council (EMADPC) quarterly meeting. |
| | ~ The Succession & Sustainability Consultant participated in a webinar offered by TechSoup about how to navigate GrantStation, a fundraising tool. |
| | ~ The Disaster Preparedness Coordinator represented Eden I&R at the Ashland Cherryland Healthy Community Collaborative meeting. Discussion included the upcoming Ashland-Cherryland FamFest, in which Eden I&R is participating. |
| | ~ The Disaster Preparedness Coordinator conducted a preparedness training for seniors at Beebe Memorial Cathedral in Oakland, using CARD's fear-free and empowered disaster preparedness curriculum. The topic was "SKIP (Safety Kept in Place) Kits" and Preparedness for Seniors. |
| Fairs/Events/ Outreach | ~ 2-1-1 staff hosted a booth and provided resource referrals at the following events in September: Justice Fair; Kaiser Permanente Emergency Preparedness Fair; Back-to-School Shoe Giveaway; 2016 Re-entry Expo at Santa Rita Jail; City of Oakland Parks and Recreation Department's Adult Recess event. |
| | ~ The Deputy Director presented to participants at the 2016 California Statewide Mass Casualty Incident Medical/Health Tabletop Exercise that took place in Dublin. She spoke about Eden I&R's role working alongside and coordinating with local, regional, and state partners at the Alameda County Emergency Operations Center in the event of a medical surge event. |
| | ~ The 2-1-1 Program Manager made a presentation about the 2-1-1 system to employees of Certa Simmons. |
| | ~ Outreach materials were requested and distributed to Ohlone Gardens, Tri-Valley YMCA, City of Alameda Police Department, Oakland Fire Department, Tri-Valley One Stop Career Center, and to participants at the Comprehensive HIV-1 Update. |
| | ~ In summary, Eden I&R served 2,522 people at events and fairs and distributed 9,830 pieces of outreach materials to service providers and residents of Alameda County during the month of September. |

Alameda County Summary By City

9/1/2016 Through 9/30/2016; 2-1-1

| City | 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 | 93 | 59 | 34 | 42 | 24 | 4 | 37 | 10 | 11 | 182 |
| Albany | 10 | 5 | 5 | 4 | 1 | 1 | 3 | 1 | 0 | 17 |
| Berkeley | 242 | 138 | 104 | 103 | 35 | 26 | 74 | 14 | 19 | 514 |
| Castro Valley | 42 | 26 | 16 | 22 | 7 | 7 | 11 | 5 | 4 | 69 |
| Dublin | 33 | 27 | 6 | 24 | 11 | 2 | 19 | 3 | 5 | 101 |
| Emeryville | 65 | 51 | 14 | 34 | 16 | 5 | 29 | 3 | 7 | 146 |
| Fremont | 288 | 172 | 116 | 115 | 45 | 28 | 81 | 25 | 19 | 797 |
| Hayward | 537 | 349 | 188 | 264 | 95 | 63 | 188 | 74 | 62 | 1251 |
| Livermore | 70 | 33 | 37 | 30 | 10 | 6 | 23 | 8 | 8 | 147 |
| Newark | 52 | 36 | 16 | 33 | 9 | 10 | 20 | 10 | 11 | 122 |
| Oakland | 2033 | 1189 | 844 | 908 | 340 | 196 | 650 | 202 | 226 | 4681 |
| Piedmont | 4 | 1 | 3 | 1 | 0 | 0 | 1 | 0 | 0 | 2 |
| Pleasanton | 26 | 13 | 13 | 13 | 2 | 2 | 10 | 6 | 6 | 40 |
| San Leandro | 260 | 177 | 83 | 128 | 48 | 27 | 95 | 31 | 24 | 687 |
| San Lorenzo | 34 | 26 | 8 | 17 | 5 | 4 | 9 | 5 | 6 | 73 |
| Union City | 72 | 45 | 27 | 34 | 14 | 12 | 18 | 7 | 10 | 137 |
| Other | 1651 | 229 | 1422 | 202 | 34 | 45 | 123 | 27 | 22 | 1469 |
| Grand Total: | 5512 | 2576 | 2936 | 1974 | 696 | 438 | 1391 | 431 | 440 | 10435 |

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and 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

7/1/2016 Through 9/30/2016; 2-1-1

| City | 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 | 295 | 159 | 136 | 116 | 55 | 13 | 96 | 28 | 28 | 801 |
| Albany | 35 | 17 | 18 | 14 | 7 | 8 | 6 | 2 | 0 | 85 |
| Berkeley | 698 | 323 | 375 | 241 | 90 | 67 | 162 | 30 | 38 | 1512 |
| Castro Valley | 135 | 61 | 74 | 53 | 14 | 11 | 37 | 10 | 9 | 281 |
| Dublin | 77 | 50 | 27 | 42 | 15 | 8 | 30 | 5 | 7 | 181 |
| Emeryville | 165 | 99 | 66 | 73 | 28 | 11 | 57 | 12 | 17 | 425 |
| Fremont | 648 | 350 | 298 | 252 | 99 | 65 | 172 | 52 | 44 | 1509 |
| Hayward | 1580 | 863 | 717 | 667 | 209 | 136 | 470 | 202 | 158 | 3888 |
| Livermore | 175 | 87 | 88 | 76 | 20 | 17 | 54 | 25 | 19 | 351 |
| Newark | 130 | 74 | 56 | 62 | 17 | 14 | 43 | 20 | 22 | 357 |
| Oakland | 5403 | 2776 | 2627 | 2142 | 758 | 465 | 1482 | 490 | 467 | 12923 |
| Piedmont | 10 | 2 | 8 | 2 | 0 | 0 | 2 | 0 | 0 | 7 |
| Pleasanton | 90 | 49 | 41 | 46 | 11 | 8 | 34 | 16 | 13 | 173 |
| San Leandro | 690 | 413 | 277 | 307 | 115 | 64 | 225 | 70 | 53 | 1767 |
| San Lorenzo | 100 | 58 | 42 | 45 | 19 | 12 | 27 | 11 | 9 | 222 |
| Union City | 182 | 116 | 66 | 88 | 31 | 29 | 52 | 23 | 15 | 352 |
| Other | 5686 | 589 | 5097 | 488 | 91 | 101 | 289 | 61 | 51 | 5321 |
| Grand Total: | 16099 | 6086 | 10013 | 4714 | 1579 | 1029 | 3238 | 1057 | 950 | 30155 |

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