



CITY OF
HAYWARD
HEART OF THE BAY

11

DATE: October 23, 2007
TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: 2-1-1 Service Update and Future Funding Considerations

RECOMMENDATION

That Council reads and comments on this report.

SUMMARY

The 2-1-1 telephone number is a national 3-digit number set aside by the Federal Communications Commission so that access to community-based health, housing, and social services can be made available to the public 24 hours a day, 7 days a week. In the same way that 9-1-1 serves as a standardized telephone number that is easy to remember for emergencies, the 2-1-1 number provides easy access to community-based services. In Alameda County, the 2-1-1 Service is operated by Eden Information and Referral, Inc. (Eden I & R). Attachment A provides a brief overview of the service. This information is also available in multiple languages.

In fiscal years 2006-07 and 2007-08, the City Council authorized the use of General Fund monies to support the 2-1-1 Service. A portion of the funds (\$20,000) came from the General Fund set-aside to support Social Services for low-income Hayward residents and the other portion (\$30,000) was allocated in the overall City General Fund 2007-08 Budget. This report provides an update on the current status of the service, and presents information designed to help Council discuss future funding considerations.

BACKGROUND

Funding for the 2-1-1 Service in Alameda County is provided in large part through a 2-1-1 Leveraged Funding Plan (Funding Plan) that requires the County of Alameda, and all of the cities within the County, to contribute their respective full per capita share. If any jurisdiction varies from its share-of-cost it will jeopardize the integrity of the Funding Plan as well as the sustainability of the 2-1-1 Service. Attachment B provides a chart indicating each jurisdiction's share-of-cost.

Hayward's share-of-cost is \$50,000 per year. In fiscal years 2006-07 and 2007-08 funds were allocated from two components of the City's General Fund to support the 2-1-1 Service. In both years, Council allocated \$20,000 from the Social Services Fund in support of Eden I & R's Community Housing and Information Network (CHAIN) Phone Line. This service is designed to

help low-income residents access housing and other support services. Because the CHAIN Phone Line and the 2-1-1 services were designed to benefit similar target groups, and they have similar functions, they have been merged. Consequently, the City's \$20,000 Social Services allocation for the CHAIN Line was credited toward its \$50,000 share-of-cost for the 2-1-1 Service in both years, as is depicted in Table 1 below.

Table 1:

Fiscal Year ►	FY 2006-07	FY 2007-08
Funding Source ▼		
City Social Services Fund*	<i>(Total Available= \$400,000)</i> \$20,000 <i>Community Housing and Information Network (CHAIN) Line</i>	<i>(Total Available = \$450,000)</i> \$20,000 <i>Community Housing and Information Network (CHAIN) Line</i>
City General Fund	\$30,000 <i>(Balance allocated, but not released, for 2-1-1 Service)</i>	\$30,000 <i>(Balance allocated for 2-1-1 Service)</i>
Total City of Hayward Share-of Cost Allocation	\$50,000	\$50,000

* The Social Services Fund represents money set-aside by the City Council from the City's General Fund to support the delivery of Social Services to low-income Hayward residents.

In both years, the City's \$30,000 portion of the 2-1-1 project allocation was predicated on total project funding being collected from all the other jurisdictions participating in the 2-1-1 Leveraged Funding Plan. In FY 2006-07, the City also indicated that it would only release this portion of its allocation if all the other jurisdictions committed their respective shares by January 1, 2007. Some of the jurisdictions made their commitments after the January 1, 2007 deadline. Therefore, the City's FY 2006-07 \$30,000 allocation was never released; the project only received \$20,000 from the City of Hayward that year. All of the jurisdictions have now committed funds to the 2-1-1 project. Consequently the City of Hayward's FY 2007-08 allocations will be released in support of both elements of the merged Eden I & R CHAIN Line/2-1-1 Service.

2-1-1 Service Status Report

Provided as Attachment C are the monthly 2-1-1 Service reports for the first quarter of FY 2007-08 (July 1, 2007 through September 30, 2007); the last page provides the year-to-date total statistics for the combined 3-month period.

The 2-1-1 Service was officially launched on July 1, 2007. Leading up to and during the first month, final adjustments were made to the 2-1-1 program policies and procedures, the service database was updated, and the telephone system was configured to accommodate quick call handling and a 24 hour/7 days a week service. Numerous outreach and public information activities were also conducted designed to inform the public about the new service. During the first month of operation

(from the first week in June to the last week in July 2007) the volume of calls received increased by 39%.

Outreach and promotional activities continued during the month of August. One significant accomplishment was that Eden I & R negotiated an agreement with AT&T – The Real Yellow Pages to include a free two page 2-1-1 Service advertisement in the new Oakland Yellow Pages. The ad includes information in English, Spanish, and Chinese. This was the first step in putting 2-1-1 Service advertisements in the Yellow Page directories throughout the County. Staff training, further refinements to the system, and on-going promotional activities continued throughout the remainder of the quarter.

The Year-to-Date statistics for the first quarter (Page B-10) indicate that Hayward residents produced the second largest volume of calls in the County (17% of the total calls received). Only Oakland produced a larger number of calls (representing 38% of the total calls received). Hayward was also second to Oakland in terms of the number of referrals that were made; Hayward referrals represented approximately 18% of the total referrals made. Approximately 22% of those referrals were for housing services, and 78% were for other health and human services.

DISCUSSION

Future Funding Considerations

If the City elects to continue its participation, the City's share-of-cost for the Alameda County 2-1-1 Service in FY 2008-09 would again be \$50,000. Community Development Block Grant funds, which can only be used to benefit low to moderate income individuals, cannot be used to support the 2-1-1 Service, which is offered to all members of the general public. Furthermore, it is not feasible to obtain the information needed to determine client eligibility per federal reporting requirements given the nature of this telephone-based information and referral service. Consequently, City General Fund monies have been used over the last couple of years to support this program. In FY 2007-08, the Social Services Fund was \$450,000. It is anticipated that the total available in FY 2008-09 will again be \$450,000, subject to other demands for General Fund monies that Council must also consider.

As noted earlier in this report, the 2-1-1 Service relies on each jurisdiction to participate at their respective full share-of-cost levels according to the Alameda County 2-1-1 Service Leverage Funding Plan. The Social Services Funding process is highly competitive, and therefore unpredictable. Consequently, the full share-of-cost requirement would be at risk if the 2-1-1 Service had to compete for Social Services Funding. To mitigate this factor, Council could consider reducing the Social Services Fund to \$400,000 and set-aside the \$50,000 difference to support the 2-1-1 service. This would reduce the need to supplement the Social Services Fund with other General Fund monies by \$30,000. This option would also significantly reduce the level of funding available to support other needed social services, however. Each year approximately \$900,000 in requests are submitted by social service agencies that are seeking financial support from the City. In FY 2007-08 Council increased the Social Services Fund to \$450,000 to help address this need. The average grant size awarded from this fund is typically around \$17,000. (A list of the agencies funded in FY 2007-08 is provided as Attachment D for reference.)

Alternatively, if Option B is applied, the Social Services Fund could be reduced to \$435,000. The \$20,000 difference (currently used to support a portion of the service) could then be used to

supplement the \$30,000 currently allocated from the General Fund Balance to support the 2-1-1 Service. This option still reduces the level of funding made available to support other social services. However, this option would have less of a negative fiscal impact on the Social Services Fund than would Option A, and the level of support currently provided to the 2-1-1 Service from the balance of the General Fund would remain at \$30,000.

If Option C is applied, the amount of the General Fund used to support the 2-1-1 Service would be increased from \$30,000 to \$50,000. It would also make \$20,000 more available to support other social services without having to increase the Social Services Fund (i.e., Eden I & R would no longer need the \$20,000 currently used to support the CHAIN Line). This option, however, would reduce by \$20,000 the amount available to support other City needs that rely on the General Fund.

FISCAL IMPACT

Given this, the following options can be considered:

- A. The Social Services Fund can be reduced from \$450,000 to \$400,000, and the \$50,000 difference used to support the 2-1-1 project;
- B. Support for the service can again be split between the City's Social Services Fund and the overall General Fund; or
- C. The 2-1-1 Service can be considered as a separate line-item in the City Council's overall discussion of the FY 2008-09/2009-10 two-year General Fund budget, in lieu of using Social Service Fund monies.

PUBLIC CONTACT

The matter of funding the CHAIN Line has been reviewed and commented on by the Human Services Commission over the last couple of years. The Commission has consistently supported the funding of the CHAIN Line service. However, during the FY 2007-08 Social Services funding process the Commission strongly opposed the notion of funding the entire \$50,000 share-of-cost needed to support the newly combined CHAIN Line/2-1-1 Service entirely out of the Social Services Fund. The reasons for the Commission's opposition are reflected in the comments made above pertaining to Option A.

This matter is being presented to the City Council at this time because the Human Services Commission is interested in knowing how future funding of the 2-1-1 Service will impact the FY 2008-09 Social Services Funding process.

NEXT STEPS

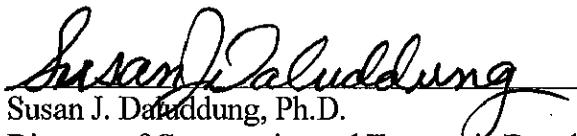
Based on Council's comments, staff will return with a specific recommendation pertaining to the City's future support of the 2-1-1 Service.

Prepared by:



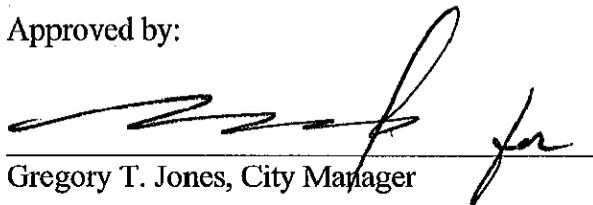
David Korth, MSW
Neighborhood and Economic Development Manager

Recommended by:



Susan J. Daluddung, Ph.D.
Director of Community and Economic Development

Approved by:



Gregory T. Jones, City Manager

- Attachments:
- Attachment A – Brief Overview of 2-1-1 Service
 - Attachment B – Alameda County 2-1-1 Service Leverage Funding Plan –
Local Government Share-of-Cost Chart
 - Attachment C – 2-1-1 Service FY 2007-08 First Quarter Report
 - Attachment D – List of Funded Social Service Agencies in FY 2007-08

Eden I&R, Inc.

"linking people and resources"

570 B Street ♦ Hayward, CA 94541



NEED HELP?

2-1-1 gives you FREE information - over the phone - about housing, health and social services throughout Alameda County

2-1-1 has information to help you find...

- Affordable housing
- After-school programs
- Tenants' rights assistance
- Public assistance programs
- Emergency shelters
- Hot meals and food programs
- Rental and utility assistance
- Services for battered women
- And more!

SIMPLY DIAL

2-1-1

Eden I&R's

Alameda County Information and Referral Line

24 hours a day/7 days a week

In Multiple Languages/TTY

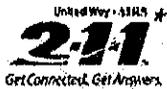
Note: 2-1-1 is not currently available on all cell phones.
Cell phone users should call Toll Free at: 1(888) 886-9660

PRIOR & CURRENT SUPPORTERS

The United Way of the Bay Area; Alameda County and all 14 cities; Walter & Elise Haas Fund; Pacific Gas & Electric Company; Kaiser Permanente; San Francisco Foundation; Eden Township Healthcare District; Community Technology Foundation; AT&T/AT&T Real Yellow Pages; KB Home; East Bay Business Times; First 5/Every Child Counts; Safeway; Alameda County Emergency Manager's Association.

www.edenir.org ♦ *Eden Information & Referral* ♦ edenir@edenir.org

9/6/07



Overview

December 3, 2003, the California Public Utilities Commission approved Eden I&R, Inc., a non-profit agency located in Hayward, as the designated 2-1-1 provider for Alameda County.

2-1-1 Launch

Eden I&R started a "soft launch" of 2-1-1 in July 2007 after several months of technical and phone line testing. Once additional staff are hired and trained, launch events will increase publicity and call volume.

What is 2-1-1?

2-1-1 is a free, accessible, 3-digit telephone number that enables all Alameda County residents easy access to customized multilingual health, housing and human services information 24/7/365. Although available to everyone, 2-1-1 is especially critical for vulnerable populations such as single parent and very low-income families, frail elders, people with disabilities, caregivers, and non-English speakers who are in need of such vital resources as emergency housing, food, financial aid, healthcare, and legal assistance. 2-1-1 has also proven to be a critical public communications tool during recovery efforts after a disaster. One in every ten residents is expected to call 2-1-1 annually. This equates to approximately 140,000 calls per year countywide.

Other Goals & Benefits

2-1-1 Alameda County is also designed to:

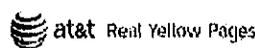
- Simplify access to emergency services by eliminating the need for people to struggle with hundreds of government and nonprofit telephone numbers.
- Reduce 9-1-1 non-emergency call volume and unnecessary ambulance dispatches, allowing for faster response to life threatening emergencies, and cost savings.
- Reduce misdirected calls to community based agencies and government offices, allowing staff to concentrate on their core competencies.
- Disseminate vital information relative to disasters and hazards affecting Alameda County.
- Be a part of a statewide network of 2-1-1 services which offers integrated communication options for the state's crisis preparedness and response.

Eden I&R Background

For over 31 years, Eden I&R has been successfully fulfilling its mission of "linking people and resources" by consistently and creatively responding to the community's changing needs.. The agency's services are the result of a collaboration that depends on the work of hundreds of community-based organizations. Because no other centralized source for this information exists anywhere else in Alameda County, Eden I&R has become a critical resource for thousands of at-risk individuals, such as youth, non-English speakers, the economically disadvantaged, people living with HIV/AIDS, domestic violence survivors, the elderly, disabled, the homeless, and human service agencies seeking services or housing for their clients. Current programs include: • 2-1-1/Community Housing And Information Network (CHAIN) Phone Line; • Earned Income Tax Credit (EITC) phone line; • AIDS Housing and Information Project (AHIP); • YouthLink phone line; • Roving Housing Resource Programs (including the Housing Academy); • After-Hours Emergency Phone Services for Alameda County's Children and Adult Protective Services, Foster Care Placement Line, and the Public Guardian's Office; • Disaster Recovery Services; • Housing Database with over 57,000 housing units throughout Alameda County, including subsidized housing suited to those with special needs; • Social Services Database with over 1,350 health and human services listings; • *The Big Blue Book: The Directory of Human Services for Alameda County* an annual printed directory of health and human services, and the directory online at www.alamedaco.info.

Public/Private Supporters

2-1-1 Alameda County relies on a multi-year, public/private leveraged funding plan. Prior and current contributors include: United Way of the Bay Area; Alameda County and all 14 cities; Walter & Elise Haas Fund; Pacific Gas & Electric Company; Kaiser Permanente; San Francisco Foundation; Eden Township Healthcare District; Community Technology Foundation; AT&T/AT&T Real Yellow Pages; First 5/Every Child Counts; KB Home; East Bay Business Times; Safeway; Alameda County Emergency Manager's Association



For More information visit: www.211.org; www.caahs.org; www.edenir.org or call (510)-537-2710.

9/11/07

**Alameda County 2-1-1 Service
Leverage Funding Plan**

Local Government Share-of-Cost			
Local Government / City Manager	Population	Percent of County	Amount of Funding by % of Population
Alameda Debra Kurita	72,259	5%	\$25,000
Albany Beth Pollard	16,444	1%	\$5,000
<i>Ashland CDP*</i>	20,793		
Berkeley Phil Kamlarz	102,743	7%	\$35,000
<i>Castro Valley CDP*</i>	57,292		
<i>Cherryland CDP*</i>	13,387		
Dublin Richard Ambrose	29,973	2%	\$10,000
Emeryville Patrick O'Keefe	6,882	1%	\$5,000
<i>Fairview*</i>	9,470		
Fremont Fred Diaz	203,413	14%	\$70,000
Hayward Gregory Jones	140,030	10%	\$50,000
Livermore Linda Barton	73,345	5%	\$25,000
Newark John Becker	42,471	3%	\$15,000
Oakland Deborah Edgerly	399,484	28%	\$140,000
Piedmont Geoff Grote	10,952	1%	\$5,000
Pleasanton Nelson Fialho	63,654	4%	\$20,000
San Leandro John Jermanis	79,452	5%	\$25,000
<i>San Lorenzo CDP*</i>	21,898		
<i>Sunol CDP*</i>	1,332		
Union City Larry Cheeves	66,869	5%	\$25,000
<i>(*Unincorporated Cities funded by Ala Co)</i>	67,832	9%	<i>\$45,000 part of County Funding</i>
Total	1,364,311	100%	\$500,000

2-1-1 Alameda County Monthly Narrative Report: July 2007

Noteworthy Updates

~2-1-1 Alameda County officially went from Test Mode to Launch as of July 1st. Press Releases and Launch events will occur throughout the Fall 2007 as new Resource Specialists are hired and trained to answer the increased volume of 2-1-1 calls. All of the Cities and County were contacted via the Alameda County City Manager's Association meeting as well as emails and phone calls to solidify the leveraged funding plan for Fiscal Year 2008. Standardized invoices and reports were developed and distributed for review. Private sector funders were contacted for their renewed financial assistance to support the public/private aspect of the 2-1-1 funding plan. From June 2007 through July 2007, there was a one month combined 2-1-1/CHAIN increased call volume of 39%!

Resource Information And Technology Activities

Services Database	~ 198 agency services records updated (by mail, fax or email).
	~ 4 new agencies entered into the service database.
	~ Updating Transportation routes to services because of the numerous AC Transit bus line changes.
Housing Database	~ 57,619 Total Units Listed
	~ 1,143 New Units added this month
Technology	~ Telephone system work to accommodate 24/7 2-1-1 service and provide quick call handling. Specific accomplishments include: automated call reporting for management staff, adding an additional TTY system, installing Call Manager software to give Resource Specialists more control when logging in and out, programming modifications to reduce "Phantom Calls" and capture more accurate call statistics, adding a work station and working with Comcast to ensure their customers can utilize 2-1-1.
	~ Database modifications were made to our Call/Client tracking database to speed data entry while reducing the potential for data entry errors. Reporting features were expanded and Call/Client system was better integrated with Resources and Housing databases.

Outreach/Public Information Activities

Meetings	~United Way of the Bay Area Partnership meeting to discuss regional issues including technical problems/success; launch events and press releases; standardization and sharing of data; and joint disaster preparedness and response.
	~Oakland CDBG Housing Collaborative meeting to continue discussions about 2-1-1 as the Single Point of Entry for Oakland low income individuals and families in need of affordable housing and supportive services.
	~Collaborating Agencies Planning Meeting, defining agency and 2-1-1 roles in disaster, planning meetings with ARC for workshop 9/2007.
	~Hospital Council of Northern California heard introduction of using 2-1-1 as a single point of entry for hospital case workers who are discharging homeless patients in order to avoid "homeless patient dumping".
	~Oakland Supportive Housing Pipeline Meeting to match housing developers with service providers.
	~Behavioral Health Department meeting to integrate county housing data into our database for increased 2-1-1 access.
	~Regional Case Managers meeting to represent 2-1-1 and HIV/AIDS programs.
	~California Alliance of Information and Referral Services (CAIRS) statewide quarterly Board of Directors' conference call to discuss the national "Calling for 2-1-1" bill; status of 2-1-1 sites throughout the state; an exchange of 2-1-1 successes and challenges (e.g., inclusion of 2-1-1 ads into the AT&T Yellow Pages on a county by county basis).

2-1-1 Alameda County Monthly Narrative Report: July 2007

Meetings cont'd.	~Alameda County Access to Care Collaborative to discuss the ways in which 2-1-1 can help with better access to health care for the uninsured.
	~Tri-Valley Housing Scholarship Meeting chaired by Eden I&R Housing Outreach Coordinator to review requests for housing assistance.
	~Rental Property Owner briefings with Apartment Owners Association (AOA), Oakland Housing Authority (OHA), and Rental Housing Association (RHA) to explain our free listing service and the benefits of 2-1-1.
	~Means to Recovery meeting for KATRINA long term recovery clients (including 2-1-1/CHAIN callers).
	~Everyone Home Data and Evaluation Committee meeting to develop new countywide baseline database of subsidized housing.
	~Partner Services Meeting w/ ARC and other community partners to discuss public information shared post disaster in recovery phase.
	~Youth Health and Healing the Violence meeting to discuss ways to reduce violence in the city of Oakland.
	~Everyone Home Program Committee meeting to utilize 2-1-1 as access to housing database for providers and consumers.
	~Workforce Investment Board Community Input Forum on services for youth representing the 2-1-1 program.
	~Numerous discussions with private sector donors for continued 2-1-1 support (e.g., PG&E).
Fairs, Events and Outreach	~Mailings to Community Based Organizations(CBO's) that serve the Spanish speaking community announcing 2-1-1.
	~Hosted La Clinica de La Raza Health Fair booth to promote 2-1-1.
	~Booth at Family Summer 2007-Housing Outreach Fair sponsored by SF Mayor's Office and SF Housing Authority presenting information about housing database and 2-1-1.

2-1-1 Call Activities

Staff In-service Training Sessions	~Bay Area Women Against Rape In-service
	~Taxonomy Procedures Training - how service referrals are categorized
	~Marketing and Customer Service Training

Alameda County Summary By City

7/1/2007 Through 7/31/2007

	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 Housing	Service
Alameda	99	39	60	24	6	3	21	12	9	37	153
Albany	4	1	3	1	0	0	1	0	0	0	10
Berkeley	126	59	67	42	8	6	36	15	11	32	224
Castro	16	11	5	10	1	2	8	6	4	10	22
Dublin	4	2	2	2	0	1	1	1	0	0	8
Emeryville	8	6	2	6	1	1	5	2	1	3	13
Fremont	127	73	54	57	9	10	47	27	19	65	192
Hayward	429	227	202	174	28	33	141	98	75	244	691
Livermore	32	17	15	15	1	1	14	10	8	8	55
Newark	17	13	4	12	1	3	9	4	2	0	44
Oakland	878	528	350	378	64	57	321	171	139	506	1497
Piedmont	0	0	0	0	0	0	0	0	0	0	0
Pleasanton	10	9	1	6	2	1	5	3	2	5	11
San Leandro	113	83	30	69	7	11	58	36	24	46	196
San Lorenzo	12	8	4	6	1	3	3	2	1	2	21
Sunol	1	0	1	0	0	0	0	0	0	0	1
Union City	39	28	11	21	3	4	17	10	6	20	46
Other	2	1	1	42	4	3	39	23	22	0	4
Grand Total:	2395	1156	1239	865	136	139	726	420	323	1047	3390

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 children under the age of 18 living with the Unduplicated Clients.

Eden I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: August 2007

Noteworthy Updates	
~	Eden I&R negotiated an agreement with AT&T The Real Yellow Pages to include a two page 2-1-1 advertisement in the new edition of the Oakland Yellow Pages. This is the first step in getting 2-1-1 advertised in each of the county's Yellow Page directories. The ad includes information in three languages (English, Spanish and Chinese).
~	The Executive Director talked with Pacific Gas and Electric about highlighting 2-1-1 resources for the county's various ethnic communities.
~	Agency staff designed a new 2-1-1 flyer that will be sent to schools and throughout the county to promote the use of 2-1-1 by anyone in need of health, housing or human services.
~	Negotiations began with Verizon in order to extend 2-1-1 services to cell phone users. The agency must negotiate separate agreements with each cell phone provider.
~	By the end of the month, almost all of the invoicing procedures for each of the 14 cities had been agreed upon on a case-by-case basis. The agency thanks the cities for overwhelmingly agreeing to one invoice and a standardized monthly report process. This will help keep costs down and efficiencies up for all concerned.
~	From July 2007 through August 2007, there was a one month combined 2-1-1/CHAIN increased call volume of 19%.
~	The Executive Director attended the farewell dinner for Chet Hewitt during which she presented him with a "2-1-1 Stress Ball" to remember us. Chet was a champion for 2-1-1 within the county and we regret his departure very much.

2-1-1 Call Activities	
Call Examples	~ A 60 year old women from Fremont called seeking housing, moving and medical assistance. She was afraid her boyfriend would make her leave their apartment and she had no where to go or family to stay with. She was given referrals for housing and medical care.
	~ A disabled women from Pleasanton called to find out about the 2-1-1 services. She was glad to learn that 2-1-1 is here for her in case she needs help.
	~ A Livermore woman with an eleven year old daughter called looking for a domestic violence shelter. She was given referrals to two domestic violence shelters.
	~ Willow Tree Nursing Center in Oakland called for client in need of motel voucher.
	~ A Spanish speaking man from Hayward called seeking counseling for depression and was given a referral to counseling services with Spanish language capability.
	~ An elderly woman from Hayward called to find out the day, date and time. That was all she wanted to know and she was very appreciative of our assistance.
	~ Kaiser Hospital Hayward called looking for emergency shelter for a woman and her nine year old daughter. Referrals to five shelters were given for her.
Staff In-service Training Sessions	~ Salvation Army, Oakland Garden Street Service Center Agency In-service Training
	~ Hedco House, Bay Area Community Services Agency Briefing and Tour
	~ Agency Disaster Preparedness Staff In-service Training
	~ KQED Free Facilitator Workshop to enhance staff meeting facilitation skills.

Resource Information And Technology Activities	
Services Database	~ 156 agency services records updated (by mail, fax or email).
	~ 4 new agencies entered into the service database, 10 new agency forms were sent out.
	~ 286 agencies were sent mailings requesting updated information on their services.
Housing Database	~ 59,024 Total Units Listed
	~ 1,381 New Units added this month
Technology	~ The 2-1-1 telephone system reporting features continued to be upgraded. Phones and accounts for three additional telephone workstations were added. The greetings and menus for the 2-1-1 Call Center recording were modified.
	~ The Databases reporting functions were automated for generating monthly and annual client and call statistics. Computers were purchased and installed for three new workstations and the computer was replaced at a fourth workstation.

Eden I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: August 2007

Outreach/Public Information Activities	
Meetings	~ The Alameda County Health Department's Clearinghouse division met with Eden I&R to discuss the ways in which 2-1-1 and the Clearinghouse staff can cross-train staff.
	~ The regional Bay Area Emergency Public Information Network (BAEPIN) meeting at the Oakland Office of Emergency Services to update Public Information Officers about 2-1-1.
	~ The Bay Area 2-1-1 Regional Partnership met in Oakland to discuss such items as: regional PR materials and events; technical successes and challenges; further standardization of data; preparations for exchange of data; disaster preparedness issues.
	~ Everyone Home Program Committee meeting to review program models for housing special needs populations in Alameda County..
	~ Behavioral Health Department meeting to review county subsidized housing data and update the Department on the status of 2-1-1 implementation.
	~ Rental Property Owner briefings with Apartment Owners Association (AOA), Oakland Housing Authority (OHA), and Rental Housing Association (RHA) to explain our free listing service and the benefits of 2-1-1 directly to rental property owners.
	~ Means to Recovery meeting for KATRINA victims long term recovery.
	~ Tri-Valley Housing Scholarship Meeting chaired by Eden I&R Housing Outreach Coordinator to review requests for housing assistance.
	~ NorCal Voluntary Organization Addressing Disasters (VOAD) meeting to coordinate disaster response strategies and 2-1-1 services.
	~ Collaborating Agencies Planning Meeting to plan workshop to be held at American Red Cross, Oakland 9/21 on defining agency roles and 2-1-1 role in a disaster.
	~ Alameda County Food Bank meeting for annual update on the Food Stamps program and to inform emergency food service providers of 2-1-1 program.
	~ At housing workshop at Banyan House, a transitional housing program of FESCO, we presented 2-1-1 service to homeless families.
	~ Alameda Point Collaborative service providers meeting to disseminate information about 2-1-1 to members of the collaborative.
	~ Associated Community Action Program (ACAP) meeting to describe and distribute information about 2-1-1 to other service providers.
~ Oakland Housing Authority Client Outreach Planning Meeting to organize outreach event to Oakland residents under OHA jurisdiction and to promote 2-1-1.	

Alameda County Summary By City

8/1/2007 Through 8/31/2007

	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 Housing Service	
Alameda	98	37	61	29	4	5	23	15	10	33	138
Albany	3	2	1	2	0	0	2	2	1	2	7
Berkeley	146	62	84	50	9	13	35	14	10	65	221
Castro Valley	56	31	25	27	7	1	26	17	16	28	88
Dublin	6	5	1	4	1	2	2	4	2	3	7
Emeryville	11	9	2	7	4	1	6	3	1	5	22
Fremont	157	68	89	57	11	11	45	21	18	67	231
Hayward	496	238	258	191	30	25	162	108	80	208	741
Livermore	40	20	20	17	4	0	17	9	7	9	70
Newark	34	20	14	19	4	4	14	11	6	13	54
Oakland	1171	616	555	467	71	75	383	210	161	607	1939
Piedmont	0	0	0	0	0	0	0	0	0	0	0
Pleasanton	20	7	13	6	1	0	5	4	1	0	37
San Leandro	116	61	55	52	6	10	42	22	17	74	219
San Lorenzo	19	11	8	9	1	0	9	4	3	13	35
Sunol	0	0	0	0	0	0	0	0	0	0	0
Union City	47	23	24	18	3	3	15	12	6	19	89
Other	431	58	373	49	10	14	34	16	11	92	177
Grand Total:	2851	1268	1683	1004	166	164	820	472	350	1238	4076

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 children under the age of 18 living with the Unduplicated Clients.

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: September 2007

Noteworthy Updates	
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This month there was a concentrated effort on expanding 2-1-1 outreach now that the agency has begun to hire and train additional 2-1-1 Resource Specialists to handle the increased call volume. Countywide P.R. efforts included mass mailings to all of the public schools through the Superintendents' offices, and all of the public libraries. The first AT&T Yellow Pages with a 2 page spread on 2-1-1 also was produced in the Oakland directory. Additional ads will appear throughout the county when AT&T produces its other area-specific Yellow Pages directories. Cell phone provider contracts are also in the process of being signed so that all cell phone users can dial 2-1-1. A press conference is being planned for October to recognize PG&E's considerable contributions to the regional 2-1-1 service providers. The agency also spent part of this month solidifying some of the 2-1-1 invoicing procedures for various cities.

Call Information	
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Call Examples	~ Oakland Veterans Clinic called inquiring about low income housing listings for seniors and disabled. Referred them to specific housing developers for listing of properties.
	~ A 62 year old woman from Oakland called because her PG&E service was scheduled to be turned off. She had just been released from the hospital and was recovering from a severe heart condition. She had spent all her money on essential medication. We assisted her with arranging an extension on her PG&E bill and connecting her with the HEAP program to help her with her bill.
	~A Spanish speaking woman from Fremont called in need of information about child care subsidies and house payment assistance. Referrals were given to the Child Care Coordinating Council and ECHO Housing.
	~ A case worker from the Alameda County Social Services office called our 2-1-1 Spanish line to test the line and its language capabilities before referring her Spanish speaking clients.
	~ A woman from Berkeley called seeking rental and PG&E assistance, and she was referred to the Salvation Army and ECHO Housing.

Staff In-service Training Sessions	~ Food Stamp Program In-service Training
	~ Housing 101 In-service Training
	~ Alameda County Public Health Clearing House In-service Training
	~ Agency Disaster Preparedness Staff In-service Training
	~ Staff toured the following agencies: Emergency Shelter Program, East Oakland Community Project, Fremont Merrill Gardens, Newark Gardens, Union City Alma Via Senior Homes, and Youth Uprising.

Resource Information And Technology Activities	
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Services Database	~ 116 agency service records were updated (by mail, fax or email).
	~ 2 new agencies were entered into the service database.
	~ Alameda County Recycling Board purchased 730 (nonprofit organizations) mailing labels.
Housing Database	~ 59,449 Total Units Listed.
	~ 506 New Units added this month.
Technology	~ Worked on disaster preparedness plans including planning for hardware and software needs and how to best ensure access to equipment and power following a regional disaster event.
	~ Worked with local human service agencies experiencing difficulty accessing 2-1-1 through their office phone systems to allow users to connect to 2-1-1. Assisted Alameda County in making 12 buildings accessible to 2-1-1 and Children's Hospital to enable their phone system to connect with 2-1-1.
	~ Finalized contract for Verizon to begin the work of routing their cell phone calls to 2-1-1. Developing contract with AT&T to route their cell phones and have requested the service from Metro PCS, Sprint and T-Mobile.

EDEN I & R, Inc.

Outreach/Public Information Activities

Outreach/Public Information Activities	
Meetings	~ The Children's Hospital Center for the Vulnerable Child and Encore Medical Clinic met with Eden I&R staff to discuss 2-1-1 services and training for staff at Children's Hospital.
	~ Presented information about 2-1-1 at Alameda County Area Agency on Aging Roundtable and distributed materials.
	~ Staff participated in Oakland CDBG training pertaining to contract requirements and documentation for 2-1-1 Single Point of Entry services.
	~ Met with EveryOne Home Committee members and Behavioral Health Services staff to review proposal for utilizing 2-1-1 for Affordable Housing Database.
	~ Met with Earned Income Tax Credit VITA Site Coordinators in preparation for responding to callers for the 2008 tax season.
	~ Facilitated Housing Workshop and 2-1-1 Service Training for Seneca Center in Fremont. Attendees were youth aged 16-19 years old.
	~ Attended Planning Committee meeting for the Project Homeless Connect Event in December in which 2-1-1 will be promoted.
	~ Facilitated a Housing Workshop and 2-1-1 Service Training for Hayward Public Library. Attendees were members of the community interested in finding permanent housing.
	~ Presented a 2-1-1 update at the City of Fremont's City Council meeting.
	~ Provided formal 2-1-1 update presentation to the regional Bay Area Emergency Preparedness Public Information Officers (BAEPIN) at their 9/11 meeting.
	~ Met with the 2-1-1 Regional Partnership to discuss disaster preparedness and back-up procedures; regional PR outreach efforts; ongoing technology concerns; and the exchange of data.
	~ Presented and distributed 2-1-1 materials to the Fremont Family Resource Center's Executive Council.
	~ Met with the Hospital Council of Northern California to discuss using 2-1-1 as a bed reservation system for homeless patients about to be discharged.
	~ Met with Oakland Housing Collaborative to re-enforce the use of 2-1-1 as the Single Point of Entry.
~ Short presentation to a well-attended Oakland City Council meeting about 2-1-1 progress.	
~ Co-sponsored the Agency Collaboration in Disaster Workshop and distributed 2-1-1 materials.	
Fairs/Events/and Outreach	~ All Libraries in Alameda County were provided with 2-1-1 materials for posting in every library in the County.
	~ Each school district's Superintendent was provided with 2-1-1 materials to be distributed to all students, teachers and staff.
	~ AT&T Oakland Yellow Pages was distributed to over 461,200 residents with a two-page 2-1-1 ad in English with Chinese and Spanish translations.
	~ Hosted a Table at the Annual Alameda County Healthy Seniors Fair to promote 2-1-1.
	~ Hosted a booth at the Combined Federal Campaign Employee Fair distributing 2-1-1 information to over 500 attendees.
	~ Trained over 40 volunteers and staff of the Fremont Community Ambassadors for Seniors Program on 2-1-1 and Information and Referral
	~ Hosted a booth at the Praise Fellowship Block Party in East Oakland attended by approximately 300 community members.
	~ City Council members of Oakland and Alameda each received information about the 2-1-1 program to share with constituents.

Alameda County Summary By City

9/1/2007 Through 9/30/2007

	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 Housing	Referrals Service
Alameda	74	38	36	26	5	0	26	12	11	16	145
Albany	5	1	4	1	1	0	1	0	0	1	4
Berkeley	141	48	93	41	7	13	28	10	8	27	277
Castro Valley	14	6	8	8	3	1	7	6	5	6	20
Dublin	17	8	9	6	3	3	3	1	1	10	39
Emeryville	14	12	2	4	2	1	3	0	0	3	15
Fremont	156	78	78	58	12	14	44	21	14	54	261
Hayward	426	211	215	158	29	31	126	88	64	135	636
Livermore	33	10	23	10	3	2	8	3	1	9	39
Newark	34	18	16	15	2	2	13	5	3	8	50
Oakland	978	539	439	430	97	65	356	211	163	353	1929
Piedmont	3	0	3	0	0	0	0	0	0	0	2
Pleasanton	14	6	8	4	1	0	4	2	2	1	40
San Leandro	127	81	46	68	9	6	61	36	33	67	243
San Lorenzo	15	8	7	6	0	2	4	2	0	3	18
Sunol	0	0	0	0	0	0	0	0	0	0	0
Union City	55	34	21	20	2	2	18	16	11	30	97
Other	515	53	462	45	8	7	36	14	6	46	221
Grand Total:	2621	1151	1470	900	184	149	738	427	322	769	4036

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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 children under the age of 18 living with the Unduplicated Clients.

First Quarter
(July – September 2007)
Year-to-Date Total

Alameda County Summary By City

7/1/2007 Through 9/30/2007

	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 Housing	Service
Alameda	271	114	157	75	13	8	66	38	29	86	436
Albany	12	4	8	4	1	0	4	2	1	3	21
Berkeley	413	169	244	126	24	32	92	37	27	124	722
Castro Valley	86	48	38	43	11	4	39	28	24	44	130
Dublin	27	15	12	11	4	6	5	6	3	13	54
Emeryville	33	27	6	16	7	3	13	4	1	11	50
Fremont	440	219	221	161	30	34	126	65	47	186	684
Hayward	1351	676	675	485	80	86	394	269	196	587	2068
Livermore	105	47	58	40	8	3	37	22	16	26	164
Newark	85	51	34	45	7	9	35	19	11	21	148
Oakland	3027	1683	1344	1167	218	190	961	536	420	1466	5365
Piedmont	3	0	3	0	0	0	0	0	0	0	2
Pleasanton	44	22	22	13	2	1	11	8	4	6	88
San Leandro	356	225	131	180	21	26	153	90	70	187	658
San Lorenzo	46	27	19	19	2	4	15	7	4	18	74
Sunol	1	0	1	0	0	0	0	0	0	0	1
Union City	141	85	56	53	7	9	44	34	21	69	232
Other	1120	163	957	128	22	24	101	49	35	207	570
Grand Total:	7867	3575	4292	2566	457	439	2096	1214	909	3054	11501

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**CHART OF FUNDED
SOCIAL SERVICES PROGRAMS
FY 2007-08**

	NAME OF AGENCY	AMOUNT FUNDED
1	BACS / Hedco House	20,000
2	BAIRS / AIRSS	14,600
3	Bridge of Faith Church	6,000
4	Community Alliance for Special Education (CASE)	12,000
5	Community Resources for Independent Living (CRIL)	40,000
6	Davis Street Family Resource Center	10,000
7	East Bay Agency for Children	17,000
8	Eden Information and Referral *	35,000
9	Family Paths, Inc. (formerly Parental Stress Services)	30,000
10	HARD - Hayward Area Recreation District	25,000
11	Hayward Community Gardens	15,000
12	Horizons Services, Inc.	15,000
13	Legal Assistance for Seniors	22,000
14	Lincoln Child Center	15,000
15	SAVE / COPS	16,000
16	Senior Services Foundation	15,000
17	So. Hayward Neighborhood Collaborative / La Familia	30,000
18	South Hayward Parish	17,400
19	Spectrum Community Services	20,000
20	St. Joseph's Center for the Deaf and Hard of Hearing	15,000
21	St. Rose Hospital Foundation	25,000
22	Tiburcio Vasquez Health Center, Inc.	15,000
23	Tri-City Health Center	20,000
	TOTAL:	\$ 450,000

* Eden I & R received \$20,000 for the CHAIN Line, and an additional \$15,000 for the Motel Voucher Program
Total grant = \$35,000