



FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2013 OCT 10 PM 2:31 **AGENDA REPORT**

TO: DEANNA J. SANTANA  
CITY ADMINISTRATOR

FROM: Sara Bedford

SUBJECT: Eden I & R Contract for 2-1-1 Services

DATE: September 30, 2013

City Administrator

Date

Approval

10/9/13

COUNCIL DISTRICT: Citywide

### RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to enter into a grant agreement with Eden Information & Referral Inc., for the provision of 2-1-1 Telephone Line Services for Information and Referral services for social services, Bank on Oakland (BOO), and the Earned Income Tax Credit Campaign (EITC) from July 1, 2013 – December 31, 2014 in an estimated amount of \$125,000.

Since 2003, Eden I & R has been designated by the California Public Utilities Commission as the sole authorized provider of 2-1-1 telephone services in Alameda County.

### OUTCOME

Council action will result in a continuation of 2-1-1 telephone services for the residents of Oakland and throughout Alameda County. Eden I & R has been providing vital information and referral services to help Oakland's low-income residents receive FREE tax preparation through the annual Earned Income Tax Credit Campaign and gain access to low-to-no cost banking services through the Bank on Oakland Initiative for Oakland's unbanked residents. During FY2012-13, a total of 47,731 Oakland callers received over 93,136 referrals for health, housing and human services. Thus far for this fiscal year (July 1, 2013 - August 31, 2013), Oakland callers represent 46% (8,281) of the 17,995 phone calls for Alameda County. Of those callers who provided demographic information:

- 40% of the callers were disabled
- 20% of the callers were males
- 79% of the callers were females; and of those, 45% were single mothers with minor children

Item: \_\_\_\_\_  
Life Enrichment Committee  
October 22, 2013

## **BACKGROUND/LEGISLATIVE HISTORY**

In July 2000, the Federal Communications Commission (FCC) reserved the 211 dialing code for community information and referral services. The FCC intended the 211 code as an easy-to-remember and universally recognizable number that would enable a critical connection between individuals and families in need and the appropriate community-based organizations and government agencies. Dialing 211 helps the elderly, the disabled, those who do not speak English, those who are having a personal crisis, those who have limited reading skills, or those who are new to their communities, among others, by providing referrals to, and information about, health and human services organizations and agencies. In 2003, the California Public Utility Commission (CPUC) designated Eden I&R to be the provider for the 2-1-1 program in Alameda County.

Although 2-1-1 is a federally authorized program, no funds were set aside for the implementation or ongoing management of this vital service. Therefore, it was up to Eden I&R to secure funding for the implementation, launch, and ongoing management of the 2-1-1 service for the approximately 1.5 million people in Alameda County. Working with community leaders and elected officials, Eden I&R developed a leveraged funding plan that included having each of the 14 cities (contributions are on a per capita basis) contribute toward the approximately one-third of the annual combined cities' cost. The County of Alameda would match that amount, and the remainder would be covered by the private sector. With the proposed funding plan, Eden I&R met with each of the 14 Mayors to get their approval, met with each City Manager to develop separate funding plans, and then introduced it to each of the City Councils for approval. Simultaneously, Eden I&R also provided proof to the Alameda County Board of Supervisors, the County Administrators, and numerous county department heads that 2-1-1 would directly benefit them, their constituents, and community members.

After several years of meetings, presentations, and negotiations with various community leaders, Eden I&R launched the 2-1-1 service in 2007 with the financial support of the county, all 14 cities, and private foundations. This monumental task of not only getting elected officials and community leaders to support the program, but to also agree to an equitable and leveraged funding plan among the county, the cities, and the foundations, was a significant achievement.

In just over four years since Eden I&R first launched the 2-1-1 Communication System in Alameda County, the number of 2-1-1 calls have gone from 10,000 calls per year to over 10,000 calls per month countywide. With the increasing number of calls on a monthly basis and the numerous government departments and nonprofit agencies curtailing or reducing their services due to the downturn in the economy, the community is turning to 2-1-1 on a daily basis for up-to-date and accurate information on what resources are available.

## ANALYSIS

The 211 phone service functions similarly to 911. Calls to 211 are routed by the local telephone company to a local or regional calling center. The 211 center's referral specialists question callers, access databases of resources available from private and public health and human service agencies, match the callers' needs to available resources, and link or refer them directly to an agency or organization that can help.

### Types of Referrals Offered by 211

- Housing Database – Eden I&R Housing Department works with 7,471 properties to provide client access to over 80,376 affordable and market rate housing units currently in the agency's database.
- Basic Human Needs Resources – including food and clothing banks, shelters, rent assistance, and utility assistance.
- Physical and Mental Health Resources – including health insurance programs, Medicaid and Medicare, maternal health resources, health insurance programs for children, medical information lines, crisis intervention services, support groups, counseling, and drug and alcohol intervention and rehabilitation.
- Work Support – including low to no-cost banking, free tax preparation, financial assistance, job training, transportation assistance and education programs.
- Support for Older Americans and Persons with Disabilities – including adult day care, community meals, respite care, home health care, transportation and homemaker services.
- Children, Youth and Family Support – including child care, after school programs, educational programs for low-income families, family resource centers, summer camps and recreation programs, mentoring, tutoring and protective services.
- Emergency Suicide Prevention – referral to suicide prevention help organizations.

Although available to everyone, 2-1-1 is especially critical for vulnerable populations such as single parents, very low-income families, frail elders, people with disabilities, caregivers, and non-English speakers who are in need of vital resources. 2-1-1 Phone Line Resource Specialists are professionally trained to assess callers' needs and provide comprehensive and up to date information on a wide range of services. The 2-1-1 Call Center is staffed with Bilingual Phone Line Resource Specialists, who speak Spanish, Cantonese, Mandarin, and Vietnamese, during regular business hours. Callers who speak other languages are assisted via the real-time translation help of LionBridge (the county's translation service), while speech impaired and hard-of-hearing individuals are assisted via Text Telephone (TTY) or the California Relay Service.

## PUBLIC OUTREACH/INTEREST

This item did not require any additional public outreach other than the required posting on the City's website.

Item: \_\_\_\_\_  
Life Enrichment Committee  
October 22, 2013

## COORDINATION

This item did not require any coordination with other City departments; the report and resolution have been approved by the Office of the City Attorney and the Budget Office.

## COST SUMMARY/IMPLICATIONS

The proposed grant agreement for 2-1-1 telephone services is budgeted at \$125,000. In the past, allocations for the 2-1-1 service were authorized as part of the approved budget resolution and paid on a fee-for-service basis.

General Purpose funds were appropriated for 2-1-1 services in the amount of \$100,000 in the approved policy budget for fiscal years 2013-2014. Funds are available in the General Purpose Fund (1010), Organization (78363), Account (53311), Project (A446310). Community Services Block Grant (CSBG) funds in the amount of \$25,000, contingent upon federal funding, are allocated for 211 for Bank on Oakland and the 2014 Earned Income Tax Credit Campaign in Fund (2128), Organization (78362), Account (54912), Project (G422720). The proposed resolution formalizes authorization to execute the aforementioned grant agreement.

## PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Although 2-1-1 Alameda County serves people living in all 14 cities and unincorporated areas in the county, Oakland 2-1-1 callers represent 45% of the calls received. During FY 2012-13, 47,731 Oakland callers received over 105,569 health, housing and human service referrals. Some specific details of the callers for the first six months of this year include:

- 47,731 Oakland callers received 93,136 referrals
- 40% of Oakland callers were disabled
- 77% of Oakland callers were female, and of those, 43% were single mothers with minor children
- Over 99% of the callers are very low to extremely low-income

The following were the top service needs for Oakland callers during FY2012-2013:

- Housing/shelter (48.9%)
- Legal services (6.1%)
- Information services (such as other 211's, libraries, internet service providers, etc.) (5.9%)
- Food (5.2%)
- Utilities (5%)
- Public assistance programs (3.7%)
- Individual and family support services (3.7%)
- Material goods (2.2%)
- Substance abuse services (1.8%)

Item: \_\_\_\_\_  
Life Enrichment Committee  
October 22, 2013

- Employment (1.4%)

Eden I&R's ongoing success is due to its mutual and longstanding partnerships with Alameda County landlords and property managers and with community-based organizations. Eden I&R's Information Management Department works with over 1,000 agencies, and the Housing Department works with 7,471 properties, to update the over 2,800 health and human services programs and over 80,376 housing units currently in the agency's databases. Furthermore, Eden I&R continues to be the only agency that calls 18 Alameda County emergency shelters twice a day to check on bed space availability for the homeless and battered women. Homeless individuals and their advocates rely on this updated, critical information by dialing 2-1-1 on a daily basis.

Eden I&R maintains a significant presence in the Oakland community by hosting informational booths and providing outreach materials at community fairs, faith-based events, partnership workshops, as well as going to various agencies and businesses throughout the city to promote 2-1-1's services.

### SUSTAINABLE OPPORTUNITIES


**Economic:** Authorization of the grant agreement with Eden I & R will allow Oakland residents to continue access to 2-1-1 telephone services for information and referrals to vital social services, low to no-cost banking through the Bank on Oakland Initiative, free tax preparation through the Earned Income Tax Credit Campaign, and employment and housing which helps to promote economic and community development.

**Environmental:** 2-1-1 telephone line services have no significant environmental impacts.

**Social Equity:** Access to 2-1-1 telephone services will provide low-income Oakland residents with continued access vital social services, employment and housing referral information, and financial empowerment opportunities to increase Oakland's overall social equity.

For questions regarding this report, please contact Estelle Clemons, Alameda County-Oakland Community Action Partnership Manager at 510-238-3597.

Respectfully submitted,



Sara Bedford, Interim Director  
Department of Human Services

DHS / AC-OCAP Division

*Reviewed by:* Estelle Clemons, Manager

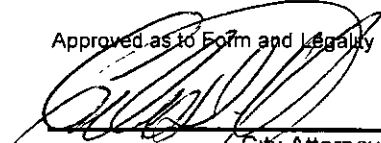
*Prepared by:* Kris Ongoco, Program Analyst

Item: \_\_\_\_\_

Life Enrichment Committee

October 22, 2013

2013 OCT 10 PM 4:02

  
City Attorney

# OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

---

**A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A GRANT AGREEMENT WITH EDEN INFORMATION & REFERRAL INC., FOR THE PROVISION OF 2-1-1 TELEPHONE LINE SERVICES FOR INFORMATION AND REFERRAL SERVICES FOR SOCIAL SERVICES, BANK ON OAKLAND (BOO), AND THE EARNED INCOME TAX CREDIT CAMPAIGN (EITC) FROM JULY 1, 2013 – DECEMBER 31, 2014 IN AN ESTIMATED AMOUNT OF \$125,000**

**WHEREAS**, Since 2003, Eden I&R has been designated by the California Public Utilities Commission (CPUC) as the sole certified provider of 2-1-1 telephone line services in Alameda County, and

**WHEREAS**, 2-1-1 is a free, accessible, 3-digit telephone number that enables residents of Oakland to have easy access to customized multilingual health, housing and social service information 24 hours a day, 7 days a week, and 365 days a year; and

**WHEREAS**, Eden I & R has also been providing vital information and referral services to help Oakland's low-income residents receive **FREE** tax preparation through the annual Earned Income Tax Credit Campaign and gain access to low-to-no cost banking services through the Bank on Oakland Initiative; and

**WHEREAS**, this service is especially critical for vulnerable populations such as very low-income families, the homeless, single parents, frail elders, people with disabilities, at-risk youth, and non-English speakers who are in need of such vital resources as emergency and affordable housing, low to no-cost banking services, free EITC tax preparation, and other supportive services; and

**WHEREAS**, General Purpose funds are available in the amount of \$100,000 in Fund (1010), Organization (78363), Account (53311), Project (A446310); and Community Services Block Grant (CSBG) funds are available in the amount of \$25,000, contingent upon federal funding, in Fund (2128), Organization (78362), Account (54912), Project (G422720); now, therefore, be it

**RESOLVED:** That the services to be provided by the Eden Information and Referral, Inc., for 2-1-1 telephone line services are of a professional nature; and be it

**FURTHER RESOLVED:** That the City Council authorizes the City Administrator to enter into a grant agreement with Eden Information and Referral, Inc., for the period of July 1, 2013 through December 31, 2014, in the amount of \$125,000 for provision of 2-1-1 telephone line services; and be it

**FURTHER RESOLVED:** That the City Council authorizes the City Administrator to authorize the acceptance of any additional funds from other sources to fund Eden Information and Referral, Inc., and apply said funds to the amount available for contracting 2-1-1 telephone line services without returning to council; and be it

**FURTHER RESOLVED:** That the City Council authorizes the City Administrator to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests, and related action which may be necessary to execute the aforementioned agreement; and be it

**FURTHER RESOLVED:** That the Office of the City Attorney has approved this resolution as to form and legality and a copy will be on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF, and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California