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OAKLAND

2012 MAY 10 12:14

## AGENDA REPORT

**TO: DEANNA J. SANTANA**  
CITY ADMINISTRATOR

**FROM: Sara Bedford**

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

**DATE: May 3, 2012**

City Administrator  
Approval

Date

5/8/12

**COUNCIL DISTRICT: Citywide**

### RECOMMENDATION

Staff recommends that the City Council adopt a resolution authorizing the City Administrator to waive the competitive process and enter into a professional services contract with Eden I & R for the provision of 2-1-1 Telephone Line Services in the amount not to exceed one hundred thousand dollars (\$100,000) per year for fiscal years 2011-2012 and 2012-2013 for a total contract amount of two hundred thousand dollars (\$200,000). Eden I & R has been designated by the California Public Utilities Commission as the sole authorized provider of 2-1-1 telephone line services in Alameda County.

### OUTCOME

Council action will result in a continuation of 2-1-1 telephone services for the residents of Oakland. During Fiscal Year (FY) 2011, a total of 51,680 Oakland callers received over 104,160 referrals for health, housing and human services. Thus far this fiscal year (July 2011 to March 2012), the Oakland city callers represent over 51% of the calls. Some specifics for the first three quarters of the current fiscal year include:

- 38,497 Oakland callers received 79,042 referrals
- 39% of the callers were disabled
- 79% of the callers were female, and of those, 47% were single mothers with minor children
- Over 99% of the callers are very low to extremely low income

### 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

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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 (2-1-1 saw a 22% increase in its call volume from FY 2010 to FY 2011) 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

211 works a bit like 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 7,192 properties to provide client access to over 74,800 affordable 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 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.

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## 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 annual contract for 2-1-1 telephone services is budgeted at \$100,000. 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.

Funds were appropriated for 2-1-1 services in June 2011 in the approved policy budget for fiscal years 2011-2012 & 2012-2013. Funds are available in the General Purpose Fund (1010), Community Housing Services Organization (78111), Contracts Account (53311), Eden I&R Project (A446310). The proposed resolution formalizes authorization to execute the aforementioned contract.

## 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 over 50% of the calls received. During FY 2011, 51,680 Oakland callers received over 104,160 health, housing and human service referrals. Thus far this fiscal year (July 2011-March 2012), City of Oakland callers represent over 51% of the calls. Some specifics for the first three quarters of the fiscal year include:

- 38,497 Oakland callers received 79,042 referrals
- 39% of the callers were disabled
- 79% of the callers were female, and of those, 47% 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 CY2011:

- shelter/transitional housing;
- rental housing;
- rental payment assistance;
- food access;
- individual and family support services;
- public benefits;
- utility assistance;
- legal assistance; and
- public assistance programs.

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 7,192 properties, to update the over 2,800 health and human services programs and over 74,800 affordable 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 contract with Eden I & R will allow Oakland residents to continue access to 2-1-1 telephone services, providing social services, employment and housing referrals that will promote greater 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 to social services, employment and housing referral information, affording opportunities for increased social equity.

For questions regarding this report, please contact Susan Shelton, Community Housing Services Manager.

Respectfully submitted,

  
Sara Bedford, Interim Director  
Department of Human Services

*Reviewed by:* Susan R. Shelton, DHS Manager  
Community Housing Services

*Prepared by:* Mike Church, Program Analyst II

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*M. Morison*

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2012 MAY 10 11:00 AM OAKLAND CITY COUNCIL

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

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO WAIVE THE COMPETITIVE PROCESS AND ENTER INTO A PROFESSIONAL SERVICES CONTRACT WITH EDEN I & R FOR THE PROVISION OF 2-1-1 TELEPHONE LINE SERVICES IN THE AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000) PER YEAR FOR FISCAL YEARS 2011-2012 AND 2012-2013 FOR A TOTAL CONTRACT AMOUNT OF TWO HUNDRED THOUSAND DOLLARS (\$200,000)**

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

**WHEREAS**, 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**; Funds were appropriated in the amount of \$100,000 in each of the fiscal years 2011-2012 & 2012-2013 for a total of \$200,000 in the approved policy budget; 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 temporary and of a professional nature, and the contract will not result in the loss of employment or salary by any person having permanent status in the competitive service; and be it

**FURTHER RESOLVED:** That pursuant to Oakland Municipal Code Section 2.04.051B, the City Council finds and determines that it is in the best interests of the City to waive the competitive request for proposal/qualifications process for the contract with Eden Information and Referral, Inc., and so waives the requirement; and be h

**FURTHER RESOLVED:** That the Council finds that pursuant to Oakland Municipal Code Section 2.04.051.B, for the reasons stated in the City Administrator's report accompanying this resolution, that it is in the best interests of the city to waive advertising and the request for proposals/qualifications process for services to be purchased under the proposed contract and so waives the requirements; and be it

**FURTHER RESOLVED:** That the City Council authorizes the City Administrator to enter into an agreement with Eden Information and Referral, Inc., for the period of July 1, 2011 through June 30, 2013, in the amount of \$200,000 for provision of 2-1-1 telephone line services; 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 said agreements shall be reviewed as to form and legality by the Office of the City Attorney and copies will be filed in the Office of the City Clerk.

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

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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