THE CITY OF PLEASANTON

# *HUMAN SERVICES COMMISSION AGENDA*

## *Wednesday, November 6, 2013*
## *7:00 P.M.*

***City Council Chamber, 200 Old Bernal Avenue***

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**CALL TO ORDER**

- Pledge of Allegiance
- Roll Call

**AGENDA AMENDMENTS**

**MINUTES**

1. Approve meeting minutes:

    - September 11, 2013, Workshop
    - October 2, 2013, Regular Meeting

**MEETING OPEN TO THE PUBLIC**

2. Introductions/Awards/Recognitions
    *a. Presentation by ECHO Housing*

3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

**MATTERS BEFORE THE COMMISSION**

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Discuss FY 14/15 Housing and Human Services Grant Statement of Priorities

5. Review of Commission Meeting Schedule for 2013/2014

6. Selection of Commission Chair, Vice Chair, and Committee Assignments

**COMMUNICATIONS**

7. Eden I & R, Inc. 211 Alameda County Monthly Narrative Report: September 2013

## COMMISSION REPORTS

- Senior Advisory Committee
- Parks and Recreation Mater Plan Steering Committee
- Brief reports on any other meetings, conferences, and/or seminars attended by the Commission members
    - Paratransit Advisory Committee
    - Senior Support Program of the Tri-Valley
    - Tri-Valley Housing Scholarship Program Committee

## COMMISSION COMMENTS

## STAFF COMMENTS

## ADJOURNMENT

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**Notice**

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

**Accessible Public Meetings**

The City of Pleasanton will provide special assistance for citizens with disabilities to participate in public meetings upon advance notice. If you need an auxiliary hearing aid or sign language assistance at least two working days advanced notice is necessary. Please contact the Community Services Department, PO Box 520, Pleasanton, CA 94566 or (925) 931-5340.

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# Human Services Commission Workshop Summary Notes

**Operations Services Center, Conference Room 1**
**3333 Busch Road, Pleasanton, CA 94566**
**September 11, 2013 – 6:00 p.m.**

## CALL TO ORDER

The Workshop meeting was called to order at 6:02 p.m.

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|---|---|
| Commissioners Present: | Joyce Berger, Varsha Clare, Alison Boswell, Prashant Jhanwar, David Nagler, Theresa Rowland, Rosiland Wright, and Chairperson Brock Roby. |
| Commissioners Absent: | Susan Hayes |
| Staff Present: | Susan Andrade-Wax, Director of Community Services; Daniel Villasenor, Recreation Supervisor; Becky Hopkins, Recreation Supervisor; and Edith Caponigro, Recording Secretary. |
| Community Members: | Elizabeth Boswell, Bruce Bird, LDS Church; and Ken Mano, LDS Church. |
| Consultants Present: | Jennifer Suskind and Shirley Huey. Resource Development Assoc. |

## WELCOME, INTRODUCTIONS and REVIEW OF PREVIOUS MEETINGS

Commissioners and Consultants were introduced.

Ms. Susskind noted this was the third Workshop meeting being held to discuss the Pleasanton Human Services Commission (HSC) Strategic Plan, and provided the following background information.

Planning Steps Conducted:

- Focus group sessions to identify needs and strategies have been held with approximately 25 human services providers in the City of Pleasanton.
- The Needs Assessment has been carefully reviewed and important details have been obtained from the document.
- The Consultant has discussed with the HSC a Strengths, Weaknesses, Opportunities and Threats (SWOT) outline which the Commission agreed captured concerns and recommendations.
- Consultant hopes to present a Draft Human Services Commission Strategic Plan sometime in October. A request has been made by the City Manager to review this draft document prior to it being presented to the HSC.

Following are items identified by the Human Services Commission and the number of votes received in an exercise conducted by the Consultant:

Areas of Priority and Community Needs:

- Unemployment and Workforce Development - 6 votes
- Behavioral Health and Health Care and Accessibility to Disability Services - 4 votes
- Youth Services and Food & Nutrition – 3 votes
- Services for Seniors – 2 votes

Systematic Challenges:

- Accessibility to available information and how to educate consumers – 6 votes
- Duplication of services, lack of coordination and uncertainty regarding who to collaborate with – 5 votes
- Untapped resources – 4 votes
- The time and cost associated with obtaining services and included transportation issues – 2 votes

Meeting attendees were asked to review the list of strategies/projects that had been identified by the Commission, focus group participants and RDA, and identify 3 or 4 items they would like to focus on. They were asked to take into consideration the cost, the benefits of moving forward with the project, and whether it required a partnership.

Additionally, the Commission was asked what proportion of CDBG or other funds the Commission would like to dedicate if they could, to any new strategies or actions; any other identified community need; and/or other projects that have not yet been identified. The consultant noted that the SWOT analysis should include the faith-based community as an untapped opportunity.

Comments received regarding the Proposed Possible Strategies handout included:

- Add HSC/City to work/partner with the Pleasanton Unified School District under “Community and Collaboration”.

- “Posting Lists/Information” under Consumer Education does not correctly capture discussions from last meeting that considered a interactive kiosk that could provide information that people could tap into in a public location.
- Item C1 under “Untapped Resources” should include “Health Care Services”, as well as “Dental Services”.
- Item C5 and C8 “Different Faces of Pleasanton” campaign and “Change by Us” received a good response from everyone and it was felt they could be adaptable to other issues.
- Since poverty can strike anyone at any time, it was suggested the Plan incorporate something about the benefits of having a strong community support system.
- The need to have a City Outreach/Education Coordinator, or utilizing staff members whose positions already encompass outreach components.

The Consultant advised that the Strategic Plan would not provide specific details regarding proposed campaigns, but rather an outline of the strategic vision, and the HSC would be able to develop more details and strategies. A member from LDS Church noted that the church has volunteers ready to work on projects to serve the community and asked that they be kept informed.

Strategies that Inspire were discussed and voted on by those in attendance, and the votes were given as follows:

- “Different Faces of Pleasanton” campaign – 4 votes
- Interactive / Technologically-advanced kiosk of info re services available – 3 votes
- Informational sessions regarding available services – 3 votes
- On-the-job training, internships, and mentoring programs – 3 votes

It was noted that the “Difference Faces of Pleasanton” campaign could be adapted to include other aspects, such as “Change by Us”.

<u>Questions and Issues Raised during discussions included:</u>

- What is the goal of the HSC and how do they envision themselves. Should they be known for only giving out CDBG funds or also for establishing new strategies?
- How to approach City Council for additional funding and to advise that the Commission would like to do more than just allocate funding.
- As a project the Commission could meet with people who have recommendations about community/volunteer services or resources, and are not necessarily looking for funding.
- Concerns were discussed about how changes could affect those agencies who receive grants and the need to get existing grantees to focus on new strategies and criteria developed by the Commission.
- A criticism noted that strategies seem to improve service of basic needs by addressing service gaps but does not address basic issues/needs. It was suggested that Grantees be asked to provide information on how their program would address the key needs and systemic challenges and meet their goals.

- Funding discussions included the percentage of grant funds that should be allocated to new and unidentified innovative projects.
- Whether the Strategic Plan should indicate that the Human Services Commission will annually revisit their Grant Criteria and Priorities.
- Steps that should be taken to educate and involve employers.

Draft Strategic Plan scheduled to be available for review by the City Manager's office by the end of October 2013.

**ADJOURNMENT**

There being no further business, the Workshop was adjourned at 8:20 p.m.

# City of Pleasanton Human Services Commission Minutes

**City Council Chamber, 200 Old Bernal Avenue, Pleasanton, CA 94566**
**October 2, 2013 – 7:00 p.m.**

## CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chairperson Roby called the meeting to order at 7:02 p.m. The Pledge of Allegiance to the flag was recited.

## ROLL CALL

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|---|---|
| Commissioners Present: | Joyce Berger, Varsha Clare, Prashant Jhanwar, David Nagler, Rosiland Wright, and Chairperson Brock Roby. (Commissioner Susan Hayes arrived at 7:05 p.m.) |
| Commissioners Absent: | Commissioners Alison Boswell and Theresa Rowland |
| Staff Present: | Susan Andrade-Wax, Community Services Director; Julie Parkinson, Senior Center Office Assistant; Daniel Villasenor, Recreation Supervisor; Michelle Stearns, Recreation Supervisor; and Edith Caponigro, Recording Secretary. |

## AGENDA AMENDMENTS

There were none.

## 1. MINUTES

A motion was made by Commissioner Nagler, seconded by Commission Berger, to approve the minutes from the August 21, 2013 meeting. **The motion was approved**.

## MEETING OPEN TO THE PUBLIC

## 2. Introductions/Awards/Recognitions

There were none.

## 3. Public Comment from the Audience regarding items not listed on the agenda

Susan Houghton, Sunflower Hill – indicated that she wanted to inform as many Commissions and Committees as possible of Sunflower Hill's interest in the East Pleasanton Specific Plan as a possible location for a Sunflower Hill facility. She provided Commissioners with a copy of a new Sunflower Hill brochure that provides information about the 501(c)(3) non-profit organization created in 2012 by families of children with developmental delays.

Ms. Houghton advised Commissioners that 80+ families from the Tri-Valley area now belong to the organization. Fundraising is taking place, a consultant has been hired and a partnership has been formed with Eden Housing to help identify other areas that would be a suitable fit for their project. Members of the group have also been discussing the possibility of operating a restaurant.

Chairperson Roby discussed a U-tube video from the Sunflower website that has been receiving a lot of attention.

Barbara (GG) Proctor – informed Commissioners that she has been involved in the senior industry for over 20 years, has worked with Meals on Wheels, and recently formed her own "Companionship for Seniors" business. She appealed to Commissioners to provide information about the services she provides to seniors and their family members they feel might find them beneficial.

**Chairperson Roby closed the meeting for public comment at 7:12 p.m.**

## MATTERS BEFORE THE COMMISSION

## 4. Presentation from Senior Support Program of the Tri-Valley on its FY 2012/13 Contract Service Agreement and Final Performance Report

Marlene Petersen, Executive Director, Senior Support Program – Thanked the Commission for support of the Senior Support Program and advised that in 2012 over 1,600 seniors in the Tri-Valley area had been served. Ms. Petersen provided information about the Case Management, Registry Services and Friendly Visiting services for which the funding had been received and advised that additional services provided through the program include mental health services, nutrition, fitness, and medical.

Ms. Petersen provided information about some of the programs accomplishments, the essential support that is provided, and how the services have helped seniors improve their quality of life. She also commented on her own recent hospital stay and the comments she had received about the Senior Support Program from another hospital patient.

Commissioner Wright questioned how seniors requiring rehab services were referred to the program and what services Senior Support was able to provide. Ms. Petersen advised that Senior Support partners with Kaiser Permanente and Valley Care Hospital and most referrals

are made through them. She commented on the success that Senior Support has had with their Alcohol and Drug Program.

Commissioner Clare was informed by Ms. Petersen that Senior Support uses certified personnel who follow a recovery plan that has been outlined by Kaiser or Valley Care when providing rehab services for seniors.

Commissioners Hayes questioned whether the increase in the Drug and Alcohol Program provided by Senior Support was due to the misuse of prescription drugs. Ms. Petersen advised that the program was for those who have abused drugs and become addicted and provides help and alternative options to their problems. The Medication Management Program offered by Senior Support assists seniors in managing prescription drugs. She advised that Senior Support now sends a Newsletter to seniors that provided helpful information and reminds them about things they need to take care of.

Chairperson Roby confirmed with Ms. Petersen that the Senior Support served over 3,600 seniors during the past year, and that 1,600+ were from the Tri-Valley area. He also confirmed that a large majority of the seniors served had participated in the Drug and Alcohol Program.

Ms. Petersen informed the Commission that the Senior Support Program of the Tri-Valley has 19 staff members and over 100 volunteers. Additionally, many groups like Rotary and local churches, also provide volunteer services. She advised that Senior Support has also recently become involved with CityServe.

Commissioner Berger asked Ms. Petersen to provided information about referrals to the Drug and Alcohol Program from other cities, i.e. Fremont and Hayward.

## 5. Receive End of Fiscal Year 2012/13 Fee Assistance Program Report

Ms. Parkinson reviewed with the Commission the end of FY 2012/13 Fee Assistance Program Report. She advised that for over 18 years, the City of Pleasanton has provided funds for a scholarship/fee assistance program that allows eligible residents to receive financial aid to help pay for City services such as Recreation classes, Sports programs, Senior Center classes, Drop-in programs, Civic Arts events, and Paratransit rides. Eligibility is based on Federal Housing and Urban Development (HUD) income guidelines.

The Commission was advised that for FY 2012/13, the budget for the Fee Assistance program was $13,103, which included $13,000 from the City's General Fund, and $103 in donations from the public. A total of 66 applications for seniors and 55 applications for other residents were approved, representing a possible $35,900 in fee assistance. However, not all applicants used their entire allocation, only $11,735 was used, which left a balance of $1,368 from the $13,103 budget amount.

Commissioners discussed with Ms. Parkinson a fund distribution chart and commented on the fact that 40% of the funds had been used predominantly for recreation activities. Commissioner Nagler discussed use of the funds for this purpose and questioned whether any changes had

been noticed in the Strategic Plan. Ms. Andrade-Wax advised that the Fee Assistance Program has been broadened to include much more and is now considered a broad-based program. She noted that most cities rely solely on donations from the public to support these programs and do not receive funds from General Funds.

Commissioner Nagler discussed the fact that only 90% of funds for the approved applications had been used and wondered whether the demand was being met by the amount of funds available. He questioned whether this was a program that needed further promotion.

Ms. Andrade-Wax noted that many of those applying for the assistance were returnees. She felt that the Commission could increase funds by designating grant money towards the program and stipulating that 50% be allocated to youth and 50% to seniors. Ms. Andrade-Wax also noted that a number of people who apply for this assistance apply early when funds are available, but don't need the funds until later in the year.

Chairperson Roby discussed the possibility of making funds available on a quarterly basis. Staff advised that this is currently being done. Ms. Andrade-Wax advised that when the City accepts an application, it is essentially providing the applicant with a "line-of-credit". She discussed the pros and cons of this.

Commissioner Nagler indicated that he would like for the Commission to spend time at another meeting discussing the Fee Assistance Program.

Commissioner Hayes discussed with staff the grants that were not used, and suggested that applicants be informed of a cut-off time by which designated fees would need to be used.

Chairperson Roby confirmed with staff that discussions were about grants on a per action basis, rather than a flat sum amount that may not be used.

Commissioner Nagler wondered whether demand for these fees was regulated by perception. Staff advised that information about the program was provided in the Activities Guide and also on the City's website.

Commissioner Clare agreed that when an applicant applies for the fees that there should be a time-limit set by which the funds need to be used.

Commissioner Wright had questions regarding the most common form of income being designated by applicants when applying for fee assistance, and asked if it was possible for staff to provide the Commission with this information. Ms. Parkinson indicated this was possible.

Commissioner Nagler suggested some members of the Commission meet with staff to work on the Fee Assistance Program. Ms. Andrade-Wax agreed that this would be helpful. Chairperson Roby asked for volunteers to do this and Commissioners Nagler and Wright agreed.

A motion was made by Chairperson Roby, seconded by Commissioner Wright, to receive the Fiscal Year 2012/13 Fee Assistance Program Report as presented, and to form a Sub-

Committee of Commissioners Nagler and Wright to meet with staff to review and make recommendations for the Fee Assistance Program and provide the Commission with a report.

**ROLL CALL VOTE:**

| | |
|---|---|
| AYES: | Commissioners Berger, Clare, Hayes, Jhanwar, Nagler, Wright, and Chairperson Roby. |
| NOES: | None |
| ABSENT: | Commissioners Boswell and Rowland |
| ABSTAIN: | None |

## COMMUNICATIONS

### 6. Eden I&R, Inc. 2-1-1 Alameda County Monthly Narrative Report: (July and August 2013)

Reviewed. No comments.

### 7. Housing Commission Minutes – June 20, 2013

Reviewed. No comments.

## COMMISSION REPORTS

Senior Advisory Committee – no report.

Parks and Recreation Master Plan Steering Committee – no report.

Brief reports on any other meetings, conferences, and/or seminars attended by the Commission members

Commissioner Wright commented on seeing an article that indicated Commissioner Berger was now a member of the Alameda County Area Agency on Aging. Commissioner Berger indicated this was not true and Ms. Andrade-Wax said she would check into this.

## COMMISSION COMMENTS

Commissioner Wright congratulated Chairperson Roby on receiving the Mayor's Award. Chairperson Roby indicated he was humbled to receive the award and that it was a great honor.

## STAFF COMMENTS

Ms. Andrade-Wax informed Commissioners that Jennifer Susskind from RDA would be sending out a survey for them to complete and would present an overview of the draft Strategic Plan at their next meeting. The Commission was questioned on whether they would like to review this at the regular commission meeting and if a workshop meeting should be held prior to the regular meeting. The next regular commission meeting is scheduled for November 6, 2013.

Commissioner Hayes questioned whether an hour before the regular meeting would be sufficient time for the Commission to review everything that RDA was providing.

Chairperson Roby confirmed the process with staff and felt receiving a copy of the RDA PowerPoint presentation prior to the meeting would be helpful to Commissioners. He also confirmed that Commissioners would prefer to hold a workshop meeting prior to the regular Commission meeting on November 6.

Commissioner Nagler felt that the answers Commissioners provide to the survey being requested by RDA could also provide the consultant with some interesting aspects to consider. He also felt that discussions about the next grant cycle could be substantial and hoped that the meeting agenda would allow sufficient time for those discussions.

## ADJOURNMENT

There being no further business, the meeting was adjourned at 8:10 p.m.

THE CITY OF PLEASANTON

# Human Services Commission Agenda Report

November 6, 2013
Item 4

**SUBJECT: DISCUSS FY 14/15 HOUSING AND HUMAN SERVICES GRANT STATEMENT OF PRIORITIES**

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## SUMMARY

Annually, the Human Services Commission develops funding priorities for the Housing and Human Services Grant (HHSG) Program. The Commission will discuss its Statement of Priorities for the FY 14/15 HHSG Program.

## RECOMMENDATION

It is recommended that the Human Services Commission continue to use the statement of priorities that was developed last year for the FY 14/15 HHSG grant cycle with amendments as deemed appropriate.

## FINANCIAL STATEMENT

There is no financial impact at this time.

## BACKGROUND

Annually the Human Services Commission develops a Statement of Priorities for the Housing and Human Services Grant Program (HHSG). Last year at this time, the Commission developed the following priority statement for FY 13/14 HHSG funding decisions:

> *FY 13/14 HHSG funding decisions shall favor projects that meet the following general criteria:*
>
> - *Projects that prioritize the "core services" identified in the recently adopted "2011 Human Services Needs Assessment" (dental care, primary health care, mental health, food/nutrition, and housing activities).*
> - *Innovative proposals that demonstrate service coordination and collaboration.*
>
> *In addition to the typical funding allocations, the Human Services Commission has a particular interest in bringing primary dental services to the Pleasanton population identified in the Needs Assessment. The Commission will view uniquely any proposals that, in a cost effective way, would provide additional dental services to the population served through the HHSG program.*
>
> *Agencies shall also be required to register with Alameda County 2-1-1 and Ptownlife.org as a condition of receiving HHSG funds.*

These priorities were refined and carried over from the prior two years and were based on the outcome of earlier roundtable discussion meetings as well as the recently updated 2011 Tri-Valley Human Services Needs Assessment.

The priority statement did not result in the submission of any applications to provide dental services, although staff has recently received inquiries from agencies that might be submitting applications for the coming grant year. A number of applications received for FY 13/14 funding did address one or more of the other "core services" identified in the 2011 Human Services Needs Assessment.

Two years ago, the Commission earmarked up to $75,000 from the total grant pool as priority funding for collaborative "innovative" projects that demonstrate how partnerships among agencies leverages resources for greater effectiveness and more efficient use of grant funding. Funds not allocated from this special earmark were to be returned to the general grant pool. Based on the HHSG applications that were submitted for FY 12/13, the Commission did not utilize the $75,000 "priority" funding. However, as an overall outcome of the establishment of priorities, the Commission continued its support of the regional refrigeration project that was funded from a special set-aside the prior grant year. This project was recently completed successfully.

## DISCUSSION

The completion and adoption of the 2011 Human Services Needs Assessment in June 2012 provided an opportunity to incorporate new and updated priorities into the HHSG grant process last year. In October 2012, the Human Services Commission started discussing options to develop a strategic implementation plan related to the Needs Assessment findings. A workshop was held with the consultant last month (September 2013), and it is anticipated that the

Commission will hold another workshop with City Council in the near future prior to finalizing and adopting a plan. The plan will likely not be completed in time to be fully incorporated in the FY 14/15 grant application cycle.

Because conditions have not changed significantly during the past year, staff is recommending that the Commission continue to use the statement of priorities that was developed last year for the FY 14/15 HHSG grant cycle.

**ALTERNATIVE ACTION**

The Commission can discuss the current statement at the meeting and, if desired, make amendments as deemed appropriate based on recent developments or any new or changed priorities, or any other action deemed appropriate.

Submitted by,

/s/
Scott Erickson
Housing Specialist

# Human Services Commission
# Staff Report

November 6, 2013
Item 5

**SUBJECT: REVIEW OF THE COMMISSION MEETING SCHEDULE FOR 2013/2014**

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**SUMMARY**
Annually, the Human Services Commission reviews its annual meeting schedule to consider canceling or re-scheduling meetings due to holidays or other conflicts.


**RECOMMENDATION**
It is recommended that the Commission review its meeting schedule for 2013/2014 and revise as necessary.

**FINANCIAL STATEMENT**
There is none.

**BACKGROUND**
As noted in Section 2.28.080 of the Pleasanton Municipal Code, regular meetings of the Human Services Commission "shall be held on the first Wednesday of each month at a time and place set by the Commission. The Commission may approve an alternate meeting date."

The Commission may revise its regularly scheduled meetings during 2013/2014 due to possible scheduling conflicts.

Human Services Commission Meeting Schedule

December 4, 2013
January 1, 2014 – *Alternative Date, Wednesday, January 15, 2014*
February 5, 2014
March 5, 2014
April 2, 2014
May 7, 2014 (1st Wednesday) *Alternative Date, Wednesday, May 21, 2014*
June 4, 2014 (1st Wednesday) - *Alternative Date, Wednesday, June 18, 2014*
July 2, 2014 (1st Wednesday) *Alternative Date, Wednesday, July 16, 2014*
August 6, 2014 (1st Wednesday) *Alternative Date, Wednesday, August 20, 2014*
September 3, 2014 (1st Wednesday) *Alternative Date, Wednesday, September 17, 2014*
October 1, 2014
November 5, 2014
December 3, 2014

**ALTERNATIVE ACTION**
Any other action as determined by the Human Services Commission.

Submitted by:

/s/
Susan Andrade-Wax
Director of Community Services

# Human Services Commission
# Staff Report

November 6, 2013
Item 6

**SUBJECT: SELECTION OF COMMISSION CHAIR, VICE CHAIR, AND COMMITTEE ASSIGNMENTS**

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## SUMMARY
Annually, the Commission selects a Chair and Vice Chairperson to facilitate meetings. The commission also reviews committee appointments and makes any necessary changes.


## RECOMMENDATION
It is recommended that the Commission select a new Chair and Vice Chairperson for 2014, and review committee appointments and make any necessary changes.

## FINANCIAL STATEMENT
There is none.

**BACKGROUND**
Per the City of Pleasanton Commissioner's Handbook Chapter 2.28, Item 2.28.070 Organization, Section A, Commissioners shall meet in regular session and elect a chairperson and vice chairperson. The election shall be by majority vote of the Commission, to be held in December of each year. The term of service for these offices shall be one year, beginning in January of each year. No commissioner shall serve more than two (2) consecutive full terms as chairperson of the Commission.

Each year, City commissions review committee assignments and the rotation of officers. The latest list of committee appointments is attached for the Commission's review. Commissioners should be prepared at the meeting to nominate and select a new chairperson and vice chair for the period January-December 2014, and discuss any amendments to the committee assignments.

**ALTERNATIVE ACTION**
Any other action as determined by the Human Services Commission.

Submitted by:

/s/
Susan Andrade-Wax
Director of Community Services

Attachments:
1. Committee Appointments – 2013

ATTACHMENT 1

# HUMAN SERVICES COMMISSION
# Committee Appointments/Reports
# 2013

- **Housing Scholarship Program Appeals Committee** — David Nagler
  Meetings: As Needed

- **Senior Advisory Committee** — Varsha Clare
  Meetings: Quarterly, 7:00pm (1/23, 4/16, 7/16, 10/15)
  Pleasanton Senior Center

**Other Reports:**

1. Pleasanton Paratransit Task Force — Minutes Provided
2. Senior Support Program of the Tri-Valley — Roz Wright
3. Tri-Valley Housing Scholarship Program Committee — Minutes Provided
4. Parks and Recreation Master Plan Steering Committee (Dec 2013) — Joyce Berger

Updated 12/6/2012

**EDEN I & R, Inc.**

**2-1-1 Alameda County Monthly Narrative Report: September 2013**

## Noteworthy Updates

During the month of September, 8,767 calls were handled by 2-1-1 Resource Specialists and 13,740 health, housing and human service referrals were provided. Of the unduplicated callers, 78% were female, 33% were single-headed households with minor children, and 42% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in September it received 113,553 hits from 14,268 visitors.

An unfortunate trend noted by 2-1-1 Resource Specialists this month resulted from the state's Employment Development Department upgrading its computers over the long Labor Day weekend. A huge technological snafu ensued, and the resulting chaos meant thousands of unemployment benefit claims have not been paid on time. Several callers to 2-1-1 over the last few weeks reported they had been waiting as long as a month for their unemployment check which has caused them many problems including becoming homeless.

On September 13, Eden I&R hosted a staff training on CalFresh by 2-1-1 San Diego, with whom we partner on CalFresh outreach. Several staff from 2-1-1 San Diego presented a video on the CalFresh program and went over such key items as outreach protocols, prescreening questions, key call elements, and immigration concerns. 2-1-1's throughout California are uniquely positioned to make a positive change throughout the state by reaching out to callers to promote specialized programs such as CalFresh. After the presentation to 2-1-1 staff, the Deputy Director, 2-1-1 Program Manager and the Finance Director met individually with 2-1-1 San Diego staff to receive feedback on Eden I&R's participation in the program last fiscal year. This feedback included praise for Eden I&R's technological innovation that has resulted in a significantly higher number of calls in which CalFresh outreach is conducted as well as constructive examples of how to make Eden I&R's CalFresh outreach even better.

## Call Information

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| **Call Examples** | ~ A single mother of two small children from Hayward called for information on agencies that can assist with rent. The caller was a victim of domestic violence and one of her children had a physical disability. Due to the serious nature of her child's illness, the caller had missed days at work and received reduced income as a result, which had impacted her ability to sustain the family. She was very emotional over the phone, so when the Phone Resource Specialist (PRS) inquired about the family's utility bills, the caller admitted to not opening her bills because she was so overwhelmed by expenses. The PRS referred the caller to Season Of Sharing and ECHO Housing for her rent, and REACH and HEAP for her PG&E bill, as well as referrals to Crisis Support Services hotline and Family Paths Parental Stress hotline. 2-1-1 encouraged the caller to utilize her private health insurance to access counseling services. |
| | ~ A social worker from Kaiser Hospital in Fremont called for shelter for a patient who was being released. The caller was referred to Sunrise Village. Later the same day the social worker called for 2-1-1's afternoon shelter space update and was referred to Berkeley Food & Housing Project and CityTeam Ministries for a separate patient. |
| | ~ A San Leandro resident who was with her adult daughter called for assistance finding a new rental unit. The caller stated that she suffered from depression but was working full time, and that her daughter, who was on SSI, suffered from schizophrenia and is HIV positive. The caller was referred to two apartments under $900 in Oakland, and Eden I & R's AIDS Housing Information Program. She was also referred to House of Ruth, McKinley House, Sankofa House, and Alpha Omega Foundation for transitional housing programs, in case she experienced any delay in locating a rental. |
| | ~ A senior citizen with a physical disability called from Oakland for rental assistance program information. The caller informed the Phone Resource Specialist that he had been counting on some money coming in, and so he paid his water, credit cards and other bills but the checks that he had counted on bounced, costing him banking fees in addition to his falling short on his household expenses. The caller attempted depositing the checks again, several times, but they bounced, accumulating more overdraft fees and putting him even further behind. The caller's rent was only $600 and he only needed $200 to get current with his landlord in order to hold off the eviction, but to do so, he needed assistance right away. The caller was referred to Season Of Sharing for his rent, as well as Catholic Charities' Cassidy Program for miscellaneous bills. When 2-1-1 offered information on financial and credit counseling the caller expressed interest and was referred to Money Management International. 2-1-1 also suggested low-income senior housing, and the caller was referred to Area Agency On Aging for its housing directory. |

## EDEN I & R, Inc.

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|---|---|
| **Call Examples** | ~ A homeless male with mental and physical disabilities called from Berkeley for healthcare referrals. The caller informed the Phone Resource Specialist that he has a bad back and suffered from Bipolar Disorder for which he required a physician and medication. He was referred to the ACCESS line, Berkeley Health Center, and LifeLong Medical Care for healthcare and medication support that accepts his Medi-Cal/Medicare insurance. The caller also expressed interest in housing, so he was referred to the Marlon Riggs Apartments, Harrison House transitional housing program, Bonita House's Supported Independent Living Program, Dual Diagnosis residential treatment program, and HOST Homeless Outreach program. A few days later, he called back for a primary care physician to refer him for a spinal X-ray. The caller was referred to the Berkeley Free Clinic, the Order of Malta Free Clinic, LifeLong Medical Care, Alameda County Psychological Association, and The Sausal Creek Treatment Center. The caller was asked if he required assistance with food and was referred to the Alameda County Community Food Bank, and was also referred to the Ironhorse at Central Station for low-income housing. |
| | ~ A Livermore caller with one child called for help paying her rent. The caller informed the Phone Resource Specialist (PRS) that she had a medical disorder that left her with pancreatic failure resulting in frequent hospital visits. She indicated that she was behind on her rent and other bills because she had had no income for the past month. The caller said that she would have proof of income in the coming week, so she was referred to Season Of Sharing, ECHO Housing and Catholic Charities for rental assistance. 2-1-1 inquired about utility bills and referred the caller to REACH and HEAP for the caller's PG&E shut off notice. 2-1-1 found that the caller needed assistance with food and referred her to Tri-Valley Haven Food Pantry and the Alameda County Community Food Bank. For other bills the caller was referred to St. Vincent de Paul. The PRS was provided a referral to Berkeley Food & Housing Multi-Service Center and Bethel Community Church for case management. |
| | ~ A Pleasanton couple called for tenant rights counseling. The callers informed 2-1-1 that they had lived in their unit for more than six years, and also that the manager has not fixed a number of issues. Most recently they had a broken shower and they have complaints about their neighbor's marijuana smoke coming into their home. The family was referred to four tenant rights programs: ECHO Housing, City of Pleasanton Housing Division, Bay Area Legal Aid, and Centro Legal de la Raza. 2-1-1 learned in the course of the call that the couple was interested in employment resources, so 2-1-1 provided referrals to The East Bay WORKS One-Stop Career Center and A Hand 'n Hand training and employment program. The callers were also referred to Alameda County Social Services to apply for Medi-Cal, and CalFresh for food benefits. |
| **Caller Feedback** | ~ "I am so very grateful for the staff at Eden I & R. My CalWorks Supervised Job Search Group is comprised of adults with many barriers to employment. Due to the presentation that the staff from Eden I & R provided my group, clients learned that help is only 3 digits away, 24 hours a day, 365 days of the year! Some have had to call 2-1-1 and have received referrals for resources that assist with obtaining housing, utility payments, security deposits and food. It's so refreshing to know that in these uncertain times we can rely on Eden I & R." |
| | ~ "I am from Oakland and just wanted to leave a couple of comments. I haven't called 2-1-1 that much, but I called today. Your operator helped me as best as she could and it worked out great with the couple phone numbers and contacts that she gave me. At the same time, even though I don't always call 2-1-1, I am always referring someone to call. If I ever see somebody with some kind of situation, I tell them, 'You better call 2-1-1, you better call 2-1-1.' To me, it's the best, a real quick asset that helps anybody in Oakland. I am sure it helps everywhere, but it is a real good program. I appreciate the help whether it is child care or housing or to find counseling like I called for. It is beneficial and it helps out. I am very appreciative. Thank you so much, and you all keep up the good work, so I continue to thrive out here." |
| | ~ "I have lived in Alameda, Hayward and Oakland, and I was calling because I'd like to first of all say thank you 2-1-1, for being so helpful and open hearted, trying to make a difference in people's lives. Your staff today is number one on my list, thank you 2-1-1. I hope 2-1-1 continues to encourage positive motivation in people so that they can change their lives. Your staff just changed mine." |
| | ~ "I am calling from Oakland. I found this line to be extremely well informed, very helpful, and each person that I have talked with has always been a professional, kind person which is so important if you are looking for help. I recommended 2-1-1 to anyone, and I think it is just great. The last person that I talked to was awesome. From one to ten, I give her an eleven. Thank you very much." |
| **Staff Inservice Training Sessions** | ~ Coordinated Care Initiative In-service Presentation by Harbage Consulting |
| | ~ CalFresh Training from 2-1-1 San Diego |
| | ~ St. Vincent de Paul In-service Presentation |
| | ~ 2-1-1 Disaster Training |

## EDEN I & R, Inc.

| Resource Information And Technology Updates | |
|---|---|
| **Services Database** | ~ Five new agencies were added to the services database this month. |
| | ~ The services database contains 1,115 agencies and 2,877 programs. |
| | ~ The process of updating the 598 "Directory" agencies continues. So far we have updated 333 agencies. |
| **Housing Database** | ~ 170 new units were added to the housing database this month. |
| | ~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County. |
| **Online Services Website** | ~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at www.edenir.org and www.211alamedacounty.org, and www.alamedaco.info. This month the Online Services Directory received 113,553 hits from 14,268 visitors. |
| **Technology** | ~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory and Healthy Cities websites. |
| | ~ On September 11, staff met with members of the Alameda - Contra Costa Transit District to discuss enhancements and possibly a re-design of the agency's Online Resource Directory. The Transit District is interested in partnering with Alameda County 2-1-1 to create a website that would make paratransit infromation more available to users. If approved, the project would begin immediately with a target launch date of early 2014. |
| | ~ Staff have prepared a brief survey for evaluating the iCarol software package as an option for replacing the Agency's primary Client and Services database software. A process for evaluating the iCarol system will begin by contacting current users in California to gather information about how they are currently using the software and identify the organizations that most closely resemble Alameda County 2-1-1 in their database needs. After the survey is completed, staff will select two to three organizations for site visits so the Alameda County 2-1-1 staff can observe the software in use firsthand. After the site visits are completed, if it is decided that the software would be a good fit for the organization, a demonstration will be arranged. The entire process is exptected to be completed by the end of January 2014. |

| Outreach/Public Information Activities | |
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| **Meetings** | ~ The Executive Director continued to work with representatives from the Alameda County City Manager's Association with the goal of sustainable, streamlined, and equitable countywide city 2-1-1 funding. |
| | ~ The Executive and Deputy Directors attended various countywide meetings related to the reentry of the formerly incarcerated with the goals of coordinating efforts to reduce recidivism and increase employment opportunities for a smooth reentry into the community. |
| | ~ The Executive Director attended the Contra Costa County 2-1-1 Call Center's Open House which featured a new call center configuration. The staff and board members of the Contra Costa Crisis Center were extremely knowledgeable and hospitable. |
| | ~ The Executive Director attended the monthly Bay Area 2-1-1 Regional Partnership meeting which focused on the new board of directors of 2-1-1 California and annual goals, disaster back-up procedures, and the annual CAIRS retreat. |
| | ~ Several Eden I&R staff participated in meetings focused on increasing the transportation-related information tracked by Eden I&R and provided to clients both over the phone and via the website. |
| | ~ The Executive and Deputy Directors met with representatives from Alameda County Social Services Agency and Healthcare Services Agency to share processes and partnerships related to healthcare reform and Covered California. |
| | ~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry for those with disabilities and frail elderly. |
| | ~ The Housing Outreach Coordinator is working in collaboration with the American Red Cross to develop a curriculum for rental property owners to prepare their properties and tenants for disaster-related scenarios. |
| | ~ The Housing Outreach Coordinator is working in collaboration with the Oakland Housing Authority (OHA) to conduct outreach to rental property owners, on a monthly basis, to inform them of the opportunities with OHA and Eden I&R. Through this outreach property owners throughout the County are able to list their properties with Eden I&R at no cost. |
| | ~ The Housing Outreach Coordinator attended the Aging & Disability Resource Connection (ADRC) meeting. This is a newly formed committee in Alameda County to help the aging and disabled population in Alameda County with long-term services and support. |

## EDEN I & R, Inc.

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| **Meetings** | ~ The Housing Outreach Coordinator attended the Emergency Management And Disaster Preparedness Council meeting for the City of Oakland. |
| | ~ The Housing Outreach Coordinator chaired the Alameda County VOAD Executive Committee meeting. |
| | ~ The Housing Outreach Coordinator attended the Association of Contingency Planners meeting which was held at the FEMA Emergency Operations Center in Oakland. |
| | ~ The Housing Outreach Coordinator attended the Housing Action Team Meeting with PEERS in Oakland. This meeting was to discuss tenant organizing and helping tenants with mental health issues live independently. |
| **Fairs/Events/and Outreach** | ~ 2-1-1 outreach and marketing materials were distributed this month to: Faith Chapel Assembly of God in Pleasanton, Friends of Peralta Hacienda Historical Park in Oakland, Paramedics Plus, Social Security Administration East Bay Works, Lifelong Medical Care Downtown Oakland Clinic, Nina's Bode in Hayward, Castro Valley Eden Area Chamber of Commerce, Laney College in Oakland, Goodwill Industries, Abode Services in Fremont, City of Oakland Housing Assistance Center, and the District Attorney's Office. |
| | ~ The Deputy Director attended a press conference of Congresswoman Barbara Lee and members of the faith community at the Alameda County Community Food Bank. The press conference was to discuss the proposed cuts to the federal SNAP (CalFresh in California) program. |
| | ~ The Deputy Director attended a health care reform forum in Oakland sponsored by Alameda County Social Services and Health Care Services Agencies. |
| | ~ The Deputy Director and 2-1-1 Program Manager attended a Shelter Plus Care outreach training to learn more in-depth about the Shelter Plus Care program and how clients are referred to it. |
| | ~ The Housing Outreach Coordinator made a presentation about 2-1-1 at the Family Caregiver Night at Center for Independent Living. |
| | ~ The Housing Outreach Coordinator attended the Family/Caregiver Resource Night sponsored by CRIL in Berkeley. The event was in response to a caregiver killing his daughter because he was overwhelmed. We were able to get information out to the caregiver community and network with service providers. |
| | ~ The Housing Outreach Coordinator attended a workshop sponsored by the Volunteer Center of the East Bay to help agencies better manage their volunteers. |
| | ~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for the students of Mentoring in Medicine. She explained the role of 2-1-1 before, during, and after a disaster. |
| | ~ The Housing Outreach Coordinator and one of the Housing Specialists attended the 17th Annual Back 2 School Shoe Giveaway located at the O.co Coliseum in Oakland. As people came by the table for resources, many expressed they were familiar with 2-1-1 and grateful for the service provided. |
| | ~ The Development/Marketing Officer made a 2-1-1 presentation to job training students at College of Alameda's ATLAS program. |
| | ~ The Development/Marketing Officer participated in and distributed 2-1-1 outreach materials at: E.E. Cleveland Manor Resource Fair in Oakland, Alameda County One Stop Career Centers' regionwide career fair, and Centerville Community Resource Fair at Cottonwood Place in Fremont. |
| | ~ The Deputy Director and Housing Outreach Coordinator participated in, and distributed 2-1-1 outreach materials to City employees at, the Hayward Health & Wellness Fair. |
| | ~ The Development/Marketing Officer participated in and distributed outreach materials about 2-1-1 and its role during and after disasters at Kaiser Permanente Emergency Preparedness Fairs in Oakland and Pleasanton. |
| | ~ Staff participated in and distributed 2-1-1 outreach materials at Abyssinian Baptist Church's Health Fair, and a Community Health Fair and Forum sponsored by Assemblymember Rob Bonta's Office at Laney College in Oakland. |
| | ~ The Housing Outreach Coordinator participated in and distributed 2-1-1 outreach materials at Alameda Health Systems Medical Social Work Department Resource Fair at Fairmont Hospital. |
| | ~ The Development/Marketing Officer distributed 2-1-1 materials to, and discussed available re-entry support services available with, incarcerated inmates as they make a successful transition back to their families and communities at Alameda County Sheriff's Office Annual Re-entry Expo at Santa Rita Jail. |
| | ~ The 2-1-1 Manager participated in, and distributed 2-1-1 outreach materials at, the City of Piedmont's Harvest Festival. |

## Alameda County Summary By City 9/1/2013 Through 9/30/2013; 2-1-1

| | [1] Total Calls | [2] Client Calls | [3] General Calls | [4] Un-duplicated Clients | Disabled Clients | Male Clients | Female Clients | [5] Youth Under 18 | Single Mom W/ Minor Children | Referrals |
|---|---|---|---|---|---|---|---|---|---|---|
| Alameda | 198 | 113 | 85 | 86 | 34 | 25 | 61 | 36 | 16 | 349 |
| Albany | 18 | 10 | 8 | 10 | 6 | 3 | 7 | 2 | 1 | 50 |
| Berkeley | 535 | 284 | 251 | 179 | 97 | 49 | 130 | 61 | 45 | 901 |
| Castro Valley | 117 | 61 | 56 | 52 | 21 | 7 | 45 | 27 | 14 | 233 |
| Dublin | 53 | 34 | 19 | 27 | 10 | 7 | 20 | 18 | 11 | 82 |
| Emeryville | 39 | 21 | 18 | 15 | 5 | 0 | 15 | 7 | 6 | 75 |
| Fremont | 389 | 259 | 130 | 174 | 66 | 35 | 138 | 88 | 60 | 678 |
| Hayward | 1122 | 723 | 399 | 500 | 203 | 92 | 408 | 285 | 188 | 2051 |
| Livermore | 164 | 88 | 76 | 63 | 23 | 12 | 51 | 33 | 17 | 283 |
| Newark | 103 | 74 | 29 | 54 | 22 | 10 | 44 | 33 | 23 | 180 |
| Oakland | 3940 | 2191 | 1749 | 1532 | 678 | 358 | 1174 | 795 | 533 | 6750 |
| Pleasanton | 80 | 53 | 27 | 35 | 7 | 6 | 29 | 21 | 13 | 168 |
| San Leandro | 552 | 381 | 171 | 263 | 91 | 52 | 211 | 128 | 80 | 1009 |
| San Lorenzo | 77 | 52 | 25 | 37 | 14 | 4 | 33 | 26 | 17 | 136 |
| Union City | 151 | 101 | 50 | 62 | 22 | 11 | 51 | 32 | 18 | 268 |
| Other | 1227 | 127 | 1100 | 100 | 44 | 32 | 68 | 29 | 21 | 525 |
| **Grand Total:** | **8767** | **4572** | **4195** | **3189** | **1343** | **703** | **2485** | **1621** | **1063** | **13740** |

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 7/1/2013 Through 9/30/2013; 2-1-1

| | [1] Total Calls | [2] Client Calls | [3] General Calls | [4] Un-duplicated Clients | Disabled Clients | Male Clients | Female Clients | [5] Youth Under 18 | Single Mom W/ Minor Children | Referrals |
|---|---|---|---|---|---|---|---|---|---|---|
| Alameda | 571 | 332 | 239 | 234 | 103 | 55 | 179 | 114 | 70 | 1043 |
| Albany | 58 | 29 | 29 | 23 | 9 | 5 | 18 | 5 | 3 | 137 |
| Berkeley | 1494 | 728 | 766 | 408 | 193 | 110 | 298 | 156 | 111 | 2559 |
| Castro Valley | 397 | 234 | 163 | 144 | 52 | 24 | 120 | 72 | 41 | 701 |
| Dublin | 154 | 86 | 68 | 58 | 22 | 12 | 46 | 30 | 19 | 260 |
| Emeryville | 121 | 75 | 46 | 51 | 21 | 10 | 41 | 23 | 18 | 215 |
| Fremont | 1233 | 746 | 487 | 441 | 157 | 105 | 335 | 214 | 129 | 2180 |
| Hayward | 3437 | 2100 | 1337 | 1241 | 458 | 247 | 994 | 701 | 445 | 6482 |
| Livermore | 502 | 278 | 224 | 172 | 63 | 28 | 144 | 92 | 49 | 933 |
| Newark | 319 | 222 | 97 | 114 | 45 | 22 | 92 | 67 | 47 | 523 |
| Oakland | 12221 | 6481 | 5740 | 3866 | 1577 | 847 | 3018 | 1992 | 1370 | 22093 |
| Piedmont | 12 | 2 | 10 | 3 | 1 | 1 | 2 | 0 | 0 | 29 |
| Pleasanton | 210 | 122 | 88 | 71 | 15 | 13 | 58 | 44 | 26 | 413 |
| San Leandro | 1633 | 1064 | 569 | 635 | 218 | 118 | 517 | 333 | 211 | 3289 |
| San Lorenzo | 217 | 152 | 65 | 104 | 32 | 18 | 86 | 62 | 41 | 400 |
| Sunol | 4 | 3 | 1 | 3 | 1 | 1 | 2 | 0 | 0 | 13 |
| Union City | 426 | 281 | 145 | 178 | 66 | 29 | 149 | 97 | 60 | 815 |
| Other | 3753 | 344 | 3409 | 257 | 100 | 60 | 197 | 85 | 67 | 1709 |
| **Grand Total:** | **26762** | **13279** | **13483** | **8003** | **3133** | **1705** | **6296** | **4087** | **2707** | **43794** |

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