THE CITY OF PLEASANTON

HUMAN SERVICES COMMISSION AGENDA

Wednesday, December 4, 2013
7:00 P.M.

City Council Chamber, 200 Old Bernal Avenue

CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of November 6, 2013

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions
   a. *Presentation on Senior Nutrition Program – Senior Center Staff*

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 "Draft" City of Pleasanton's Human Services Needs Assessment: Strategic Plan

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

COMMUNICATIONS

6. Eden I & R, Inc. 211 Alameda County Monthly Narrative Report: October 2013

7. Eden I & R, Inc. 211 Annual Report

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

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.

City of Pleasanton Human Services Commission Minutes

City Council Chamber, 200 Old Bernal Avenue, Pleasanton, CA 94566
November 6, 2013 – 7:00 p.m.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chairperson Roby called the meeting to order at 7:20 p.m. The Pledge of Allegiance to the flag was recited.

ROLL CALL

Commissioners Present:	Allison Boswell, Varsha Clare, Susan Hayes, Prashant Jhanwar, David Nagler, Theresa Rowland, Rosiland Wright, and Chairperson Brock Roby. (Commissioner Susan Hayes arrived at 7:05 p.m.)
Commissioners Absent:	Commissioner Joyce Berger
Staff Present:	Susan Andrade-Wax, Director of Community Services; Scott Erickson, Housing Specialist; Michael Patrick, Management Analyst; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

There were none.

1. MINUTES

September 11, 2013 Workshop Summary Notes and October 2, 2013 Regular Meeting Minutes
A motion was made by Commissioner Nagler, seconded by Commissioner Wright, to approve the Summary Notes from the September 11, 2013 Workshop meeting and the minutes from the October 2, 2013 Regular Commission meeting. **The motion was approved**.

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions

a. Presentation by ECHO Housing

Mr. Erickson introduced the Commission to ECHO Housing representatives Marjorie Roche and Sheila Brunson. He advised that ECHO Housing provides staff with helpful information pertaining to housing needs.

Ms. Roche thanked the Commission for their continued support of ECHO Housing and the funding that has been provided by the City of Pleasanton. She advised that the $50,000 they received in funds has enabled the organization to provide 449 units of service. Ms. Roche advised that services provided by ECHO Housing includes Landlord/Tenant Dispute Resolutions, information about a Reconciliation Program, Rental Assistance/Deposits assistance, and services pertaining to home-seeking households. The Commission was informed that ECHO Housing provides all of these services throughout Alameda County and that the mission of the organization is to prevent homelessness.

The Commission was provided information regarding specific services provided to Pleasanton households and advised that information about the services of ECHO Housing is promoted by personal referrals. ECHO often refers clients to other agencies.

Ms. Roche provided Commissioner Rowland with information about how ECHO works with landlords to overcome the stigma associated with Section 8 clients. The Commission was advised that ECHO is a neutral party in negotiations between landlords and tenants on Section 8 matters, and can often provide landlords with information about which they were uninformed.

Commissioners discussed with the ECHO Housing representatives the number of Pleasanton clients being served, the success rate of the program, and the kinds of outreach being done. Mr. Erickson provided information about a recent event at which ECHO Housing participated and at which 60+ people attended.

Commissioner Hayes commented on the fact that some local landlords specify “No Section 8’s” when advertising rental properties, and Commissioner Wright was informed that approximately one-quarter of rental applicants in Pleasanton are turned away because they can’t afford the rent. Commissioner Rowland also discussed the transportation issue for people trying to live in the area.

Mr. Erickson advised the Commission that the City of Pleasanton’s Affordable Housing Agreement does indicate that Section 8 tenants are acceptable.

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

There were none.

MATTERS BEFORE THE COMMISSION

4. Discuss FY 2014/15 Housing and Human Services Grant Statement of Priorities

Mr. Erickson noted that annually, the Human Services Commission develops funding priorities for the Housing and Human Services Grant (HHSG) Program. He recapped for the Commission what funding allocations had been done for the previous year and advised that Workshops with applicants are scheduled for December 5 in the City of Livermore, and December 10 in the City of Pleasanton.

Mr. Erickson asked the Commission to review the funding priority statements that had been established for FY 2013/14, identify and recommend any changes they would like to make. He also noted that he had received a call from the Pleasanton Unified School District regarding a dental grant application.

The Commission discussed with Mr. Erickson where funds came from and how they need to be allocated. Commissioner Hayes had questions regarding funds allocated by the Housing Commission and whether the two Commissions could collaborate when allocating funds.

Chairperson Roby asked Commissioners to look at the FY 2013/14 Priority Statement and decide if they would like to modify the wording. He asked that they consider whether funds should be set aside for a specific project, and what ranking should be given to recommendations.

Commissioner comments included a suggestion that the Housing Commission be made more aware of Human Service needs in the community. Ms. Andrade-Wax noted that the Strategic Plan was focusing on what is needed in Pleasanton and Mr. Erickson advised that information would be provided at the Workshops about the Commission's priorities.

Commissioner Nagler's comments included emphasizing partnerships and collaborations, trying to stimulate a different kind of application, and skipping the idea of setting aside funds for a specific item.

Chairperson Roby discussed the possibility of weighting projects from agencies. He discussed grantee incentives, project weighting and an easier grant application process. Ms. Andrade-Wax advised that weighting of projects could be done by identifying if an application meets a strategic need.

Commissioner Clare would like to see something in a project application and financials that are specific to Pleasanton. Commissioner Prashant suggested something could be provided at the Workshops advising what the Commission is looking for. Commissioner Nagler suggested something indicating that the Commission would not fund to the full amount requested if a project does not meet the desired criteria of the Commission.

Commissioner Wright questioned whether time limits for changes would be okay with agencies. Ms. Andrade-Wax noted that this would be a learning period for everyone. She suggested something be sent out with the Workshop invites that highlights the Commission's priorities.

Commissioner Nagler asked about possible changes to the applications and an indicating about the weighting recommendation.

Commissioner Rowland suggested applicants that applied in the past be asked to provide information on this new application if different from previous, and also how this new application meets the Commissions new criteria points.

Commissioner Wright discussed with staff the role of Commissioners if they choose to attend either of the Workshops.

5. Review of Commissioner Meeting Schedule for 2013/2014

Chairperson Roby and Ms. Andrade-Wax reviewed with Commissioners the proposed meeting schedule for December 2013 and the 2014 year. Ms. Andrade-Wax advised that several changes were being suggested because of conflicts with holidays and First Wednesday Street Party activities.

A motion was made by Commissioner Rowland, seconded by Commissioner Nagler, to approve the proposed meeting schedule for December 2013 and the 2014 year as presented by staff.

ROLL CALL VOTE:

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

Commissioner Clare requested staff email the new schedule changes to Commissioners.

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

The Commission agreed to postpone this item until the next meeting so Commissioner Berger could participate.

Commissioner Nagler asked staff to provide information at the next meeting about Commissioner terms.

COMMUNICATIONS

7. Eden I&R, Inc. 2-1-1 Alameda County Monthly Narrative Report: (September 2013)

Reviewed. No comments.

COMMISSION REPORTS

Senior Advisory Committee – Commissioner Clare attended the Senior Advisory Committee meeting and advised that revamping of the senior nutrition “lunch” program was discussed. She advised that changes will affect funding from Alameda County. Commissioner Clare advised

that Senior Center staff has visited other senior centers to determine what changes should be made. Ms. Andrade-Wax advised that she had attended a follow-up meeting on this matter and noted that many options were being explored.

Commissioners discussed funding being provided to Spectrum and Open Heart Kitchen for senior nutrition programs.

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

A. Commissioner Wright provided information about the Assistance League of the Tri-Valley's clothing program of Pleasanton children in Kindergarten through 5th grade. She advised that 50% of the children who were provided clothing had Alameda County Fairground addresses.

Ms. Andrade-Wax advised that the City of Pleasanton also receives fee assistance requests for programs from people living at the Fairground.

B. Chairperson Roby thanked staff for providing Commissioners information about a Thanksgiving event.

STAFF COMMENTS

Ms. Andrade-Wax informed Commissioners that RDA would be finalizing the "draft" of the Human Services Needs Assessment: Strategic Plan and forwarding a copy for the Commission to review.

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:05.

Human Services Commission
Agenda Report

December 4, 2013
Item 4

SUBJECT: DISCUSS "DRAFT" CITY OF PLEASANTON'S HUMAN SERVICES NEEDS ASSESSMENT: STRATEGIC PLAN

SUMMARY
Upon review of the 2011 Eastern Alameda County Human Services Needs Assessment: Findings Report, the Commission determined that it needed to develop a community-specific Strategic Plan to ensure that it would carry out its duties in the most thoughtful and effective way.

In July 2013, Resource Development Associates (RDA) was contracted to assist the Human Services Commission with the facilitation and development of the Human Services Needs Assessment: Strategic Plan. Attached is a draft copy of the Strategic Plan.

RECOMMENDATION
It is recommended that the Commission review and discuss on the "Draft" City of Pleasanton's Human Services Needs Assessment: Strategic Plan.

FINANCIAL STATEMENT
The Contract Service Agreement for the development of the Strategic Plan was approved and budgeted in the FY 2013/14 City's General Fund.

BACKGROUND

In 2011, Resource Development Associations (RDA), a local consulting firm specializing in strategic planning and evaluation for local government and nonprofit entities, facilitated a broad-based community-driven assessment of human service needs in Eastern Alameda County (commissioned jointly by the Tri-Valley cities of Dublin, Livermore, and Pleasanton). The 2011 Needs Assessment found a significant and increasing disparity between a growing need for human services and a generally stagnating supply of services available.

The Human Services Commission (the Commission) is a nine-member body that oversees the City's Housing & Human Services Grant (HHSG) application process for the provision of human services assistance and programs. The Commission makes funding recommendations to the City Council regarding 1) the human service needs of the community and 2) methods for meeting these needs. The Commission focuses on the human service needs of the socially and economically disadvantaged, the elderly, and youth in the community.

Upon review of the 2011 Eastern Alameda County Human Services Needs Assessment: Findings Report, the Commission determined that it needed to develop a community-specific Strategic Plan to ensure that it would carry out its duties in the most thoughtful and effective way.

In July 2013, Resource Development Associates (RDA) was contracted to assist the Human Services Commission with the facilitation and development of the Human Services Needs Assessment: Strategic Plan. The areas that were included in the Strategic Planning process included the Commission's role, defining the Plan's vision, mission and values' statements, focus group discussions, and action steps. In addition, the Commission identified several key questions it wanted to address in the strategic planning process:

- How do we use funding in the most effective and efficient way?
- How do we continue to assess and prioritize needs in the community?
- How do we measure success?
- What is the timeline for the strategic plan?
- How do we account for changes in needs?
- How can we help our grantees build capacity through collaboration and innovation?
- How do we develop a relationship with our stakeholders (providers and community members)?
- How do we go beyond what we are currently providing given the increasing needs?
- How do we strategically allocate grant funding to catalyze change?

At the Human Services Commission workshop on November 6, 2013, RDA presented the Commission with an overview of the Strategic Plan and requested their feedback. The Commission felt that the presentation accurately described the Plan's outcomes and process, and requested that the "draft" Plan be forwarded to the Commission for their review. At their regular meeting on December 4, 2013, the Commission will have the opportunity to review and provide feedback on the "draft" Plan.

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

Submitted by:

/s/
Susan Andrade-Wax
Director of Community Services

Attachment
1. “Draft” City of Pleasanton’s Human Services Needs Assessment: Strategic Plan

City of Pleasanton
Human Services Needs Assessment

Strategic Plan 2013-2016

Prepared by:

Resource Development Associates

Contents

Background 3

Planning Methods, Activities, and Timeline 4

Mission, Vision, and Values 5

Assessment of Strengths, Weaknesses, Opportunities, and Threats 6

Pleasanton Needs Assessment 7

Identification of Strategic Priorities 7

Innovative, Promising, and Best Practices Research 8

Identification of Strategic Actions 8

Organizational Priorities 11

Organizational Actions 11

Background

In 2011, Resource Development Associations (RDA), a local consulting firm specializing in strategic planning and evaluation for local government and nonprofit entities, facilitated a broad-based community-driven assessment of human service needs in Eastern Alameda County (commissioned jointly by the Tri-Valley cities of Dublin, Livermore, and Pleasanton). The 2011 Needs Assessment found a significant and increasing disparity between a growing need for human services and a generally stagnating supply of services available.

The City of Pleasanton's Human Services Commission (Commission) is a nine-member body (with seven regular Commissioners, one alternate Commissioner and one non-voting youth Commissioner) that oversees the grant application process for the provision of human services assistance and programs. The Commission makes funding recommendations to the Pleasanton City Council regarding 1) the human service needs of the community and 2) methods for meeting these needs. The Commission focuses on the human service needs of the socially and economically disadvantaged, the elderly, and youth in the community. Upon review of the 2011 Needs Assessment, the Commission determined that it needed to develop a community-specific Strategic Plan to ensure that it would carry out its duties in the most thoughtful and effective way. The Commission chose RDA to conduct this strategic planning process.

The Commission identified several key questions it wanted to address in the strategic planning process:

- How do we use funding in the most effective and efficient way?
- How do we continue to assess and prioritize needs in the community?
- How do we measure success?
- What is the timeline for the strategic plan?
- How do we account for changes in needs?
- How can we help our grantees build capacity through collaboration and innovation?
- How do we develop a relationship with our stakeholders (providers and community members)?
- How do we go beyond what we are currently providing given the increasing needs?
- How do we strategically allocate grant funding to catalyze change?

Planning Methods, Activities, and Timeline

Between June and November 2013, the Strategic Planning process included the following activities:

Date	Methods/Activities	Outcomes
June 19, 2013	First Strategic Planning Workshop	Defined strategic planning objectives Group activity to develop Mission, Vision, and Values statement
June 2013	Extraction of Pleasanton-specific data from Eastern Alameda County Human Services Needs Assessment; Focus groups with service providers	Pleasanton-specific needs assessment
July 16, 2013	Second Strategic Planning Workshop	Group activity to develop Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis Identification of priority needs and systemic challenges
August 2013	Research on innovative practices/ strategies to address priority needs and systemic challenges	Inventory of best practices for addressing priority needs and systemic challenges
September 11, 2013	Third Strategic Planning Workshop	Identification of strategic actions based on community needs and systemic challenges Commission members finalize strategic priorities and internal development goals through completion of email survey responses
October 2013	Draft Strategic Plan reviewed by City staff.	Feedback from City staff on draft Strategic Plan and revise Plan.
November 6, 2013	Fourth Strategic Planning Workshop	Feedback from Commission on the presentation/overview of the Strategic Plan
November 2013	Draft Strategic Plan circulated to Commission members.	Feedback from Commission on draft strategic plan, fill in remaining details, and finalize Plan

Mission, Vision, and Values

Formulating a mission, vision, and values statement clarifies the purpose of the Human Services Needs Assessment's Strategic Plan and produces internal and external legitimacy. Mission and values statements help all members of an organization identify, and remain focused on, what is truly important in the Strategic Plan. They serve as benchmarks by which organizational strategies and actions can be prioritized.

The Strategic Plan's mission, vision, and values statement was developed from a group activity in which members answered the following questions:

- *What problems does the Human Services Needs Assessment address?*
- *How do we respond to problems?*
- *Who are our stakeholders?*
- *What is our relationship with our stakeholders?*
- *What does success look like?*
- *What are our values?*
- *What makes us unique?*

Responses to these questions contributed to the formation of this mission, vision, and values statement:

Human Services Needs Assessment Strategic Plan

Mission, Vision, and Values

Mission:

The mission of the Human Services Needs Assessment Strategic Plan is to support the provision of highest quality human services so that all residents can meet their basic life needs. To this end, the Commission will advise the City Council, identify and prioritize local needs; assist in the coordination of existing services to address gaps; encourage collaboration and innovation; and promote efficient and effective allocation of public resources.

Vision:

All Pleasanton residents should have access to basic health and human services locally and with dignity. Residents should be kept informed of current community resources, should be knowledgeable about the most effective ways to address service gaps, and should engage in efforts to increase the quality of life and self-sufficiency of vulnerable individuals and families.

Values: Effect social change, build capacity, collaborate with partners, learn and innovate, use data to inform decision making, remain flexible as new issues and opportunities arise, measure outcomes.

Assessment of Strengths, Weaknesses, Opportunities, and Threats

In order to strategically plan for the future, the Pleasanton Human Services Commission participated in an assessment of the Commission's internal strengths and weaknesses as well as external opportunities and threats. Strengths and weaknesses are factors that the Human Services Commission can manage, build upon, and improve internally, while opportunities and threats cannot be controlled by the Commission. However, identifying and understanding opportunities and threats helps inform the Commission's ability to leverage future opportunities and mitigate the impact of threats.

	Internal	External	

+	**Strengths**
	• Have money to distribute
	• Have connections with City staff and service providers
	• Smart, hardworking members
	• Practical and diverse experience:
	  o Hospital administration
	  o Public service agency admin.
	  o Senior program directorship
	  o Community college workforce development
	  o Parent of special needs youth
	  o Special needs youth recreation admin.
	  o Corporate/business mgmt.
	  o Public policy
	  o Ala. Co. Health and Human Services
	  o Hospice provider
	• Community connections
	• Relationship with City Manager
	• Willing to try old and new things
	• Time/retirement
	• Personal experience as working poor
		Opportunities
		• Service providers are strong; they are "survivors"
		  o experience in collaboration
		  o strong boards and leadership
		  o business-oriented and pragmatic
		• Few agency gaps
		• Can collaborate with Dublin and Livermore to address issues of scale
		• Historically receptive City Council
		• Local politics is accessible
		• Doesn't take many advocates to make change
		• Locally-based large corporations with resources
		• Wealthy residents with expendable income
		• Community is generous and has good will
		• Untapped resources, including faith-based community
			+

–	**Weaknesses** • Insufficient money/time to do all we want to do • Only distribute money once per year • Lack of economic and ethnic diversity • Lack complete understanding of problems/ root causes • Lack of means to influence providers/ catalyze change • Lack of focus • Lack of knowledge about best practices • Question whether we have the courage to make change	**Threats** • Working in government is slow • Limited communication between school district and City/human services • Lack of succession planning for retiring experts • Donation fatigue; difficulty getting money from corporations • Competing services/duplication of services • Providers face competition for scarce resources • Changing political environment	–
	Internal	External	

Pleasanton Needs Assessment

Data extracted from the Eastern Alameda County Human Services Needs Assessment (EACHSNA) and two focus groups with Pleasanton service providers informed the strategic planning process. The EACHSNA data derived from census information, surveys of hard to reach populations, provider surveys, focus groups, and key informant interviews. Two Pleasanton focus groups with service providers were conducted as part of this planning process on July 8, 2013 and on July 9, 2013.

The data from these sources identified current issues affecting human services needs in Pleasanton, including:

- Significant population growth over the past two decades,
- Greater diversity in the population – higher numbers of Asian/Pacific Islanders and Hispanic/Latinos in the community,
- Increase in unemployment over the past decade,
- Increase in percentage of residents receiving social assistance, and
- Priority needs identified by focus group poll of service providers:
    - Affordable housing
    - Behavioral health services
    - Health care services
    - Workforce development
    - Senior services
    - Transportation services/accessibility of services.

A more complete Pleasanton-specific Human Services Needs Assessment is included in Appendix A.

Identification of Strategic Priorities

At the second strategic planning workshop, members of the Human Services Commission reviewed the Pleasanton-specific needs assessment, considered their organizational strengths, weaknesses, opportunities and threats and discussed and prioritized human service needs and systemic challenges.

Most critical systemic challenges:

- Lack of consumer information about services/need for education
- Lack of coordination, missed opportunities for collaboration, and duplication of services among service providers
- Untapped resources
- Time and cost associated with obtaining services

Most critical human service needs:

- Workforce development/unemployment
- Health care and behavioral health
- Disability services and access
- Food and nutrition
- Youth services
- Senior services

Innovative, Promising, and Best Practices Research

Upon identification of strategic priorities, Commission members charged RDA with researching current practices in other jurisdictions that Pleasanton could adopt to address the most critical systemic challenges and priority human services described above. Findings from this research are included in Appendix B.

Identification of Strategic Actions

At the third strategic planning workshop, the Commission 1) reviewed research on innovative, promising and best practices and 2) selected strategies that would be most relevant, possible and effective in Pleasanton. The Commission's strategic priorities are described below.

Strategic Action #1: Revise Human Services Commission Grant-making Protocols/RFPs to Address Identified Needs and Systemic Challenges.

As noted above, through this strategic planning process, the Commission identified four most critical systemic challenges and six priority human service needs. At the outset of this process, the Commission stated its intention to "try to steer grant money to address the most important needs," "figure out how we can make the providers' job more efficient," "recommend allocating money to catalyze change," "foster building infrastructure and collaboration," and to "see social change, not just business as usual." To accomplish these goals in light of the prioritized challenges and needs, the Commission will revise any relevant grant-making protocols and request for proposals to reflect a strategic emphasis on the four (4) systemic challenges and six (6) human service needs.

Measures of Success:

- Revised grant application for FY2014/15 grants

Strategic Action #2: Spearhead a Community Engagement and Education Campaign

The data from focus groups and the 2011 Eastern Alameda County Needs Assessment identified gaps in local community members' knowledge about available services and how to access them. In a survey of hard to reach populations, 38% reported that they did not know where to get the help that they

needed. This lack of knowledge about services that currently exist presents a critical obstacle to effective service provision. As service providers from the strategic planning focus groups noted:

- "People don't know what services are available, and/or what services they qualify for."
- "Getting the word out about existing services is a big challenge."

This strategic priority, to coordinate a Community Engagement and Education Campaign, is intended to further the work of the Pleasanton Human Services Commission and its grantees by educating the community about needed services. This campaign provides valuable support to the outreach efforts of community-based organizations and other service providers. It serves long-term community building efforts by educating all community members about human services needs in Pleasanton.

This campaign incorporates strategies that were 1) identified either by local community service providers, Human Services Commission members, or by research into innovative and promising programs in other jurisdictions, and 2) chosen by Commission members as the most inspiring and relevant projects to meet Pleasanton community needs. The campaign includes the following elements:

- Conducting information sessions/health fairs about available services,
- Presenting service information to the public via a dynamic, interactive kiosk that can be accessed in well-trafficked, public locations,
- Developing a community-building public relations campaign highlighting the "different faces of Pleasanton" to raise community awareness of local needs and increase awareness of local diversity,
- Develop a comprehensive program to raise awareness about and understanding of, available public and non-profit services. As part of this program, explore ways to designate one or more city employees, as determined by the city manager, to be responsible for coordinating outreach and education efforts, and
- Inclusion of a gamification/public competition element (asking local residents to wrestle with the same issues that public agencies deal with and come up with potential solutions).

Measures of Success (planning)

- Written proposal and budget
- Potential funders identified
- Funding obtained from City Council and other sources
- Designate staff to coordinate outreach and education program

Measures of Success (implementation)

- # of activities
- # of participants involved in activities
- Participant satisfaction
- Indicators of community engagement and knowledge

Strategic Action #3 – Sponsor Alliance among Nonprofit, Faith-Based, and Public Agency Providers

In focus groups, service providers described a lack of knowledge about existing supports, duplication of services, and insufficient communications, in spite of generally having positive relationships with one another. An alliance among human service organizations will help to reduce communication barriers and increase coordination of efforts to address persistent human service needs. Per discussions with providers, an alliance would include quarterly meetings.

Human Services Commission members expressed their desire to create a space for providers to share lessons learned, to develop new and innovative ideas, to coordinate the provision of services, and to troubleshoot human services challenges and needs on a regular basis.

The Commission also identified a need to include public agencies and faith-based organizations in the alliance. The Commission believes that by prioritizing collaboration and information sharing, this effort will ensure that local public agencies (such as schools, the health department, etc.) are connected with what is happening on the ground in the community, and that such knowledge will inform their provision of services. This alliance also connects service providers with faith-based organizations from which volunteers may be recruited.

Measures of Success (planning)

- Develop a comprehensive program to raise awareness about, and understanding of, available public and non-profit services.
- As part of this program, explore ways to designate one or more city employees, as determined by the city manager, to be responsible for coordinating outreach and education efforts

Measures of Success (implementation)

- # of meetings
- # of participants involved in each meeting
- # of jointly sponsored campaigns, activities, proposals, etc.
- Indicators of campaign, activity, proposal success
- Member satisfaction

Strategic Action #4 – Workforce Development Project

The service provider focus groups and Human Services Commission members each identified workforce development (including job training and career development assistance) as the most critical need in Pleasanton. The inability to find employment affects numerous human services' needs, such as an individual's ability to maintain housing and food/nutritional needs. With this Strategic Priority, the Human Services Commission seeks to support job skills development for the unemployed and under-employed, increase opportunities for residents to participate in on-the-job training programs and paid internships, and develop new mentoring opportunities or support recruiting for existing mentoring programs.

With this strategic priority, the Human Services Commission will look to partner with other cities, agencies, and corporations to fund the programs. The Commission will also seek to partner with job skills programs that may exist in the community, assist with recruiting new mentors and mentees for existing mentoring programs, and conduct outreach to employers (nonprofits, educational institutions, large and small business, and government agencies) for participation in a paid job/internship program.

Measures of Success (planning)

- TBD

Measures of Success (implementation)

- TBD

Organizational Priorities

Organizational priorities are those that strengthen the organization internally and ensure that its members are productive, effective, informed, and competent to meet the organization's programmatic goals and mission.

Members of the Pleasanton Human Services Commission participated in an October 2013 survey in which they ranked their top organizational priorities from the following nine possibilities. The highlighted priorities listed received the highest number of votes (at least 3) from the Commission members.

- **Welcome and encourage people of diverse backgrounds to become more involved with the Human Services Commission**
- **Building relationships with regional (Livermore, Dublin) staff and government representatives**
- Increasing fundraising capacity
- Documenting and evaluating Human Services Commission successes
- Updating strategic planning on a regular basis
- Building relationships with Pleasanton staff and local government
- Updating Needs Assessment every 3 years
- Participating in state-wide advocacy efforts
- Self-educating about best practices

Organizational Actions

To achieve the organizational priorities, the Commission members will take the following actions:

Organizational Action #1: Reach Out to Livermore and Dublin Human Services Commissions and City Staff.

The Pleasanton Human Services Commission seeks to provide a foundation for the development of regional efforts to leverage economies of scale and address human services needs applicable to residents throughout the Tri-Valley region. Greater coordination of regional efforts may also be a

strategy to increase regional recognition for an area of Alameda County that is perceived as relatively prosperous and without any need for service expansion. In addition, developing these relationships will encourage further collaboration to address some of the systemic challenges identified in the strategic planning process (e.g., lack of knowledge about available resources, duplication of services).

Pleasanton Human Services Commission will continue to communicate and meet with the Livermore Human Services Commission and the Dublin Human Services Commission to learn more, on a real-time basis, about overlapping needs, priorities, and strategies. The Commission will also reach out to invite Livermore and Dublin Human Services Commission members to attend more Pleasanton Human Services Commission meetings.

Measures of Success

- # of meetings planned and facilitated
- Average # of attendees at meeting
- Meeting minutes taken and distributed
- Identification of regional campaign or project to address regional human service need

Organizational Action #2: Diversify Pleasanton Human Services Commission Membership

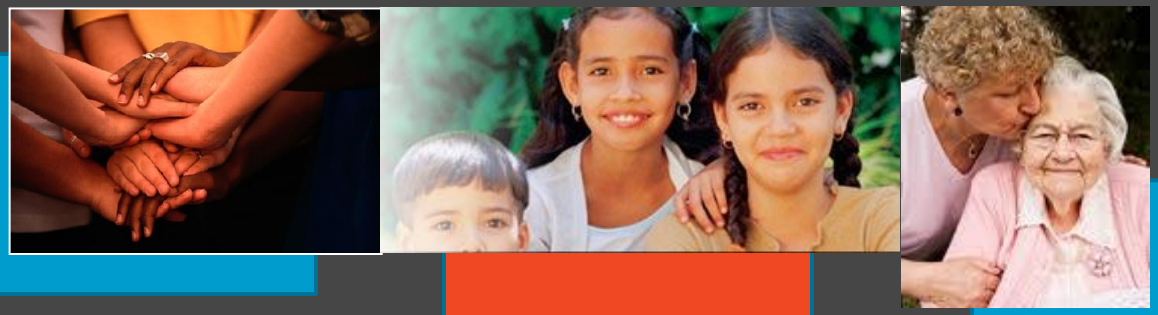
As the EACHSNA revealed, Pleasanton's population has grown significantly over the past 2 decades, and has become much more diverse. For example, 2,755 Asian/Pacific Islanders resided in Pleasanton in 1990; by 2010, almost six times as many (16,334) were Pleasanton residents. The Hispanic/Latino population in Pleasanton nearly doubled in the same time period. The percentage of residents who are unemployed or who are receiving social assistance, such as food stamps or Medi-Cal, has increased as well in recent years.

At the same time, the Commission's focus on the human service needs of the socially and economically disadvantaged, the disabled, the elderly, and youth in the community suggests that representation on the Commission of those populations served should also be targeted. Best practices suggest that organizations that better reflect the diversity of the community served are informed by a variety of perspectives and able to make better decisions and recommendations. (The Commission currently includes a non-voting member representing the youth population.)

To increase diversity, the Human Services Commission will welcome and encourage individuals from underserved and underrepresented communities to get involved with the Commission. The Human Services Commission will develop and implement specific strategies, such as posting notices in the community locations where consumers of human services programs go and initiate marketing efforts that encourage individuals to get involved and apply for vacant positions on the Commission.

Measures of Success

- # of recruitment activities
- Type of recruitment activities
- Increased # of applications that are received from applicants with underserved/ underrepresented backgrounds



PLEASANTON HUMAN SERVICES COMMISSION

STRATEGIC PLAN – WORKSHOP 2

July 16, 2013

Resource Development Associates

Jennifer Susskind, MCP

Zoe Loftus-Farren, JD

Agenda

- Welcome
- Update on activities to date
- Confirm Mission, Vision, Values
- Review Pleasanton data from EAHSNA data extraction and focus groups
- Conduct SWOT
- Identify commission priorities and strategies
- Wrap-up & next steps

RDA

Pleasanton Data Sources

- Pleasanton data extracted from Eastern Alameda Human Services Needs Assessment (EAHSNA)
  - Census Data
  - Hard to Reach Population Surveys
  - Provider Surveys
  - Focus Groups
  - Key Informant Interviews
- Two Pleasanton focus groups with service providers
  - July 8th, 2013 (14 participants)
  - July 9th, 2013 (12 participants)

RDA

Population Trends in Pleasanton

- Pleasanton's population has grown over the past two decades.
  - 50,553 (1990) - 70,285 (2010).
- Pleasanton has become more diverse.
  - Asian/Pacific Islander 2,755 (1990) - 16,334 (2010)
  - Hispanic/Latino 3,383 (1990) - 7,264 (2010)
- Most common languages spoken at home (after English):
  - Spanish (3,866)
  - Chinese (3,218)
  - Korean (1,800)
  - Other Asian Languages (1,790)
  - Tagalog (848).

RDA

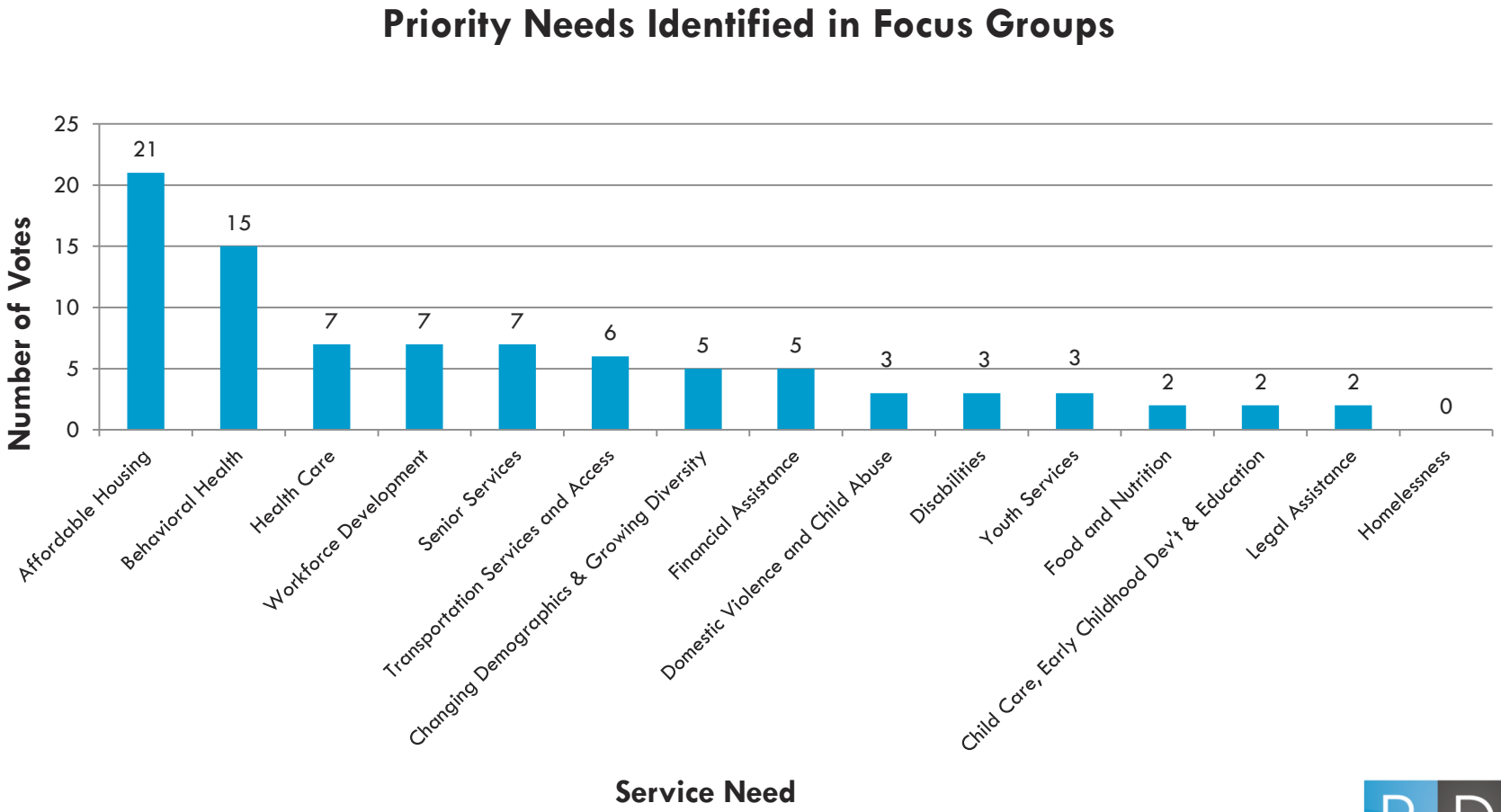
Unemployment Rates and Public Assistance in Pleasanton

- Unemployment rates increased over the past decade, from 2% in 2000 to 6% in 2010.
- The percentage of residents receiving social assistance has increased.
  - General Assistance increased from 0.03% in 2003 to 0.06% in 2011
  - CalWorks increased from 0.16% in 2003 to 0.46% in 2011
  - Food Stamps increased from 0.21% in 2003 to 1.08% in 2011
  - MediCal increased from 1.36% in 2003 to 3.8% in 2011

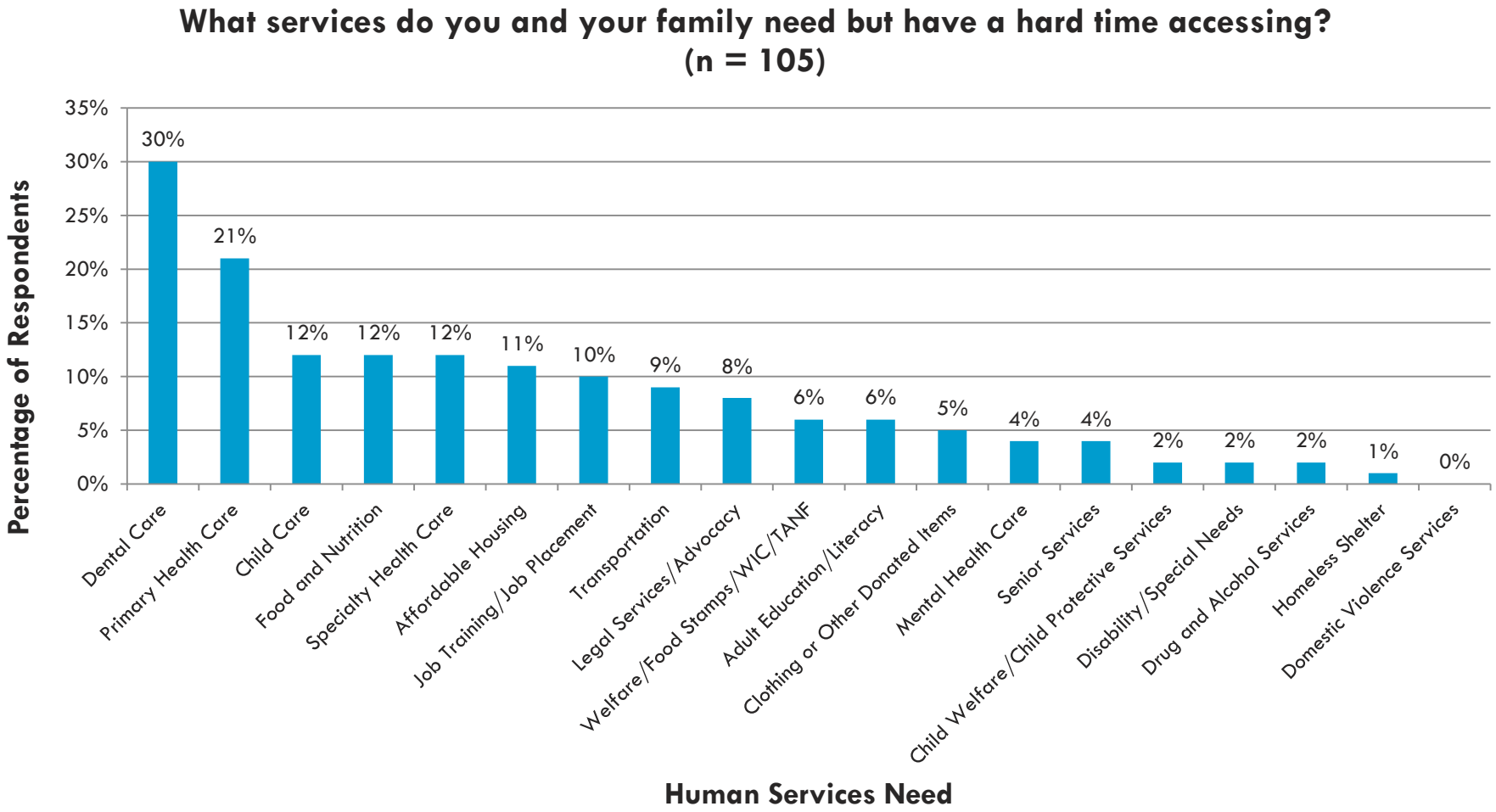
RDA

Human Services Needs

Focus Group Poll of Service Providers on Top Three Needs



EAHSNA Hard to Reach Population Surveys



Affordable Housing and Homelessness

"Because of the lack of affordable housing in Pleasanton, there is now more homelessness."

- Focus Group Participant

- Key Findings from the Pleasanton Housing Element (2007-2011):
  - The shortage of affordable housing particularly affects lower-income renters and first time homebuyers, including those who have grown up in Pleasanton and would like to establish permanent residency here.
  - Overall, the greatest needs are housing for low-income residents, large families, the elderly, and single-parent households.
  - The city has promoted housing affordability though support of nonprofit providers, creation of housing programs, and participation in and approval of subsidized rental developments.
  - A total of 4,008 new construction units are needed4 to meet household and employment projections, including 981 low income and 1,554 very low income units.

RDA

Affordable Housing and Homelessness Continued

Focus group participants noted that:

- Countywide rents have increased more than 30% in the past two years.
- Housing in Pleasanton is more expensive than in neighboring cities, but Section 8 coverage is determined regionally. This means that Section 8 coverage isn't high enough for Pleasanton tenants.
- Fewer landlords are accepting Section 8.

RDA

Affordable Housing and Homelessness Continued

- The homeless population has grown significantly in the past two years, and even in the past six months.
- Homeless individuals/families tend to live in less populated parts of the City, which means they are less visible to the public.
- New homeless are people who have lost jobs, lost homes, lost stocks, or tenants of foreclosed homes.
- New homeless are living in cars, garages, couch surfing and splitting up families.
- "New homeless individuals and families have recently lost their economic stability and don't know how to get services, or are embarrassed to ask for services."

RDA

Behavioral Health and Health Care Needs

"Stressors related to other issues, such as housing and economic conditions, contribute to mental health issues."

- Focus Group Participant

- Service providers noted an increase in mental health patients over the past few years, and a lack of sufficient mental health services.
- There is a need for integrated primary health and mental health services.
- Specialty health care services are insufficient for low-income residents.
- Dental care remains a largely unmet need.

RDA

Transportation

"Residents have to leave Pleasanton to get services."

- Focus Group Participant

- Transportation needs impact access to human services.
- It is difficult to get to certain places using public transportation, and the public transportation system can be difficult to navigate.
- Dental services provide a particular challenge with respect to transportation because you cannot be sedated on buses or Paratransit.
- There is an especially strong need for expanded transportation options for isolated seniors.

RDA

Food and Nutrition

"Depending on the day of the week, you may or may not be able to get food in Pleasanton."

- Focus Group Participant

- In the 2011 EAHSNA, 12% of Pleasanton Hard to Reach Survey respondents indicated that they had a hard time accessing Food and Nutrition services when they needed them.

RDA

Childhood/Youth Human Service Needs

- Child Care
  - In the EAHSNA, 12% of Pleasanton Hard to reach Survey respondents indicated that they had a hard time accessing child care when needed.
  - Focus group participants indicated that there has been an increase in the number of residents who can't afford child care.
- Childhood Interventions/Children with Autism
  - *"The number of children with autism has increased dramatically in the last two years, and these children will need assistance for the rest of their lives."*
  - There is a lack of childhood assessment, early childhood intervention, and educational resources for parents of children with developmental disabilities.
  - There is a disparity in access to early intervention services based on income.
- Youth Services
  - Pleasanton Unified School District has been open to partnerships regarding bullying, healthy relationships, etc.

RDA

Additional Needs

- Seniors
  - *"Seniors are aging. They are also homebound, which makes it harder to count them, and harder to provide them with services."*
  - Isolated seniors face particular difficultly with transportation issues.
- Workforce Development
  - Workforce development is connected to many other issues, like mental health and housing.
  - There is a lack of on-the-job training and career development.
  - 10% of Hard to Reach Survey respondents indicated that they have a difficult time accessing job training/job placement services.
- Legal Assistance
  - Focus group participants noted the need for legal services.
  - 8% of Hard to Reach Survey respondents expressed that they have difficulty accessing legal services/advocacy when needed.

RDA

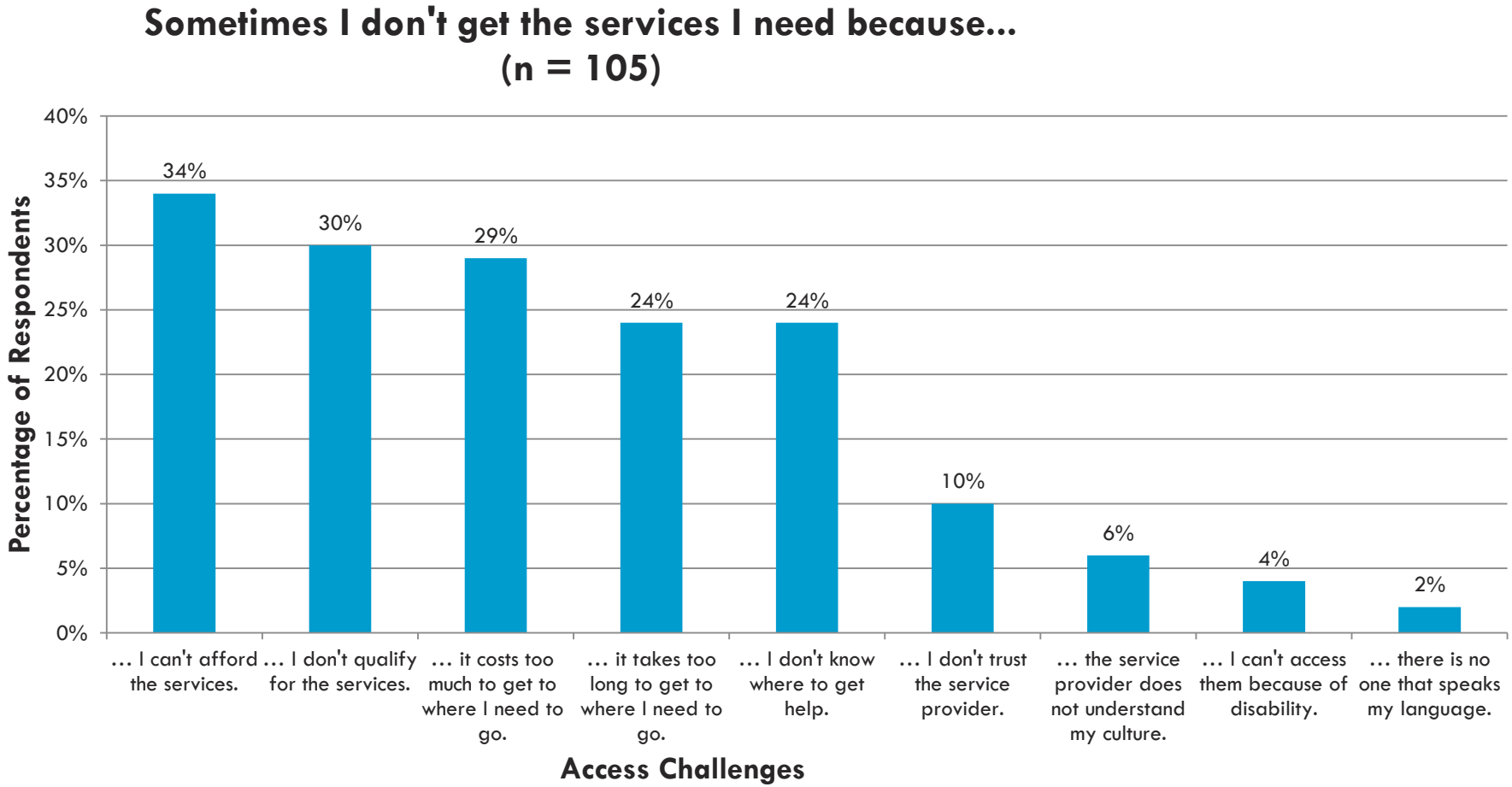
Access Barriers and Organizational Challenges

Some of the primary barriers and challenges are:

- Time and cost associated with obtaining services
- Education and access to information
- Cultural competency
- Stigma associated with asking for help
- Stereotype of Pleasanton as a wealthy community without low-income residents and associated lack of funding
- Challenge of scale

RDA

Hard to Reach Population Survey



Education and Access to Information

"There is a lack of understanding about how the system works. People don't see the whole picture, or hear all of the options. If they try to access services and don't succeed, they feel like there are no other options."

- Focus Group Participant

- Many low-income residents previously enjoyed economic stability. They aren't familiar with the system, and don't know how to get information or referrals to services.
- For some residents, gaps in information can be as simple as how to navigate the bus system, or where to get online access.
- Many residents don't know what services are available, and/or what services they qualify for.

RDA

Cultural Competency

"The Pleasanton School District doesn't print materials in different languages because they don't want to draw attention to the achievement gap."

- Focus Group Participant

"It is more expensive to attract bi-literate and bi-cultural staff."

- Focus Group Participant

- 6% of Hard to Reach Survey respondents indicated that they had trouble accessing services because services providers didn't understand their culture.
- 2% of Hard to Reach Survey respondents indicated that they had a hard time accessing services because providers didn't speak their language.

RDA

Stigma and Community Perceptions

"Because of stigma surrounding poverty and asking for help, people in Pleasanton wait longer to ask for help. This means they sink further into a financial hole."

- Focus Group Participant

- Focus group participants emphasized:
  - Stigma associated with asking for help
  - Perception among some community members that if you can't afford to live in Pleasanton, or if Pleasanton doesn't meet your needs, you should live somewhere else
  - Community concern that if you provide too many services, you will attract more low-income individuals
  - Residents turn a blind eye to need

RDA

Stereotype of Pleasanton as a Community without Need/Lack of Funding

"It is difficult to combat the perception of wealth in Pleasanton and serve struggling families."

- Focus Group Participant

- Pleasanton was recently designated as having the highest median income for a city of its size in the country.
- People move to Pleasanton for the schools, and don't expect there to be low-income residents.
- The perception of all-encompassing wealth has made it difficult to obtain funding for services, including funding from federal, state, county and private funders.

RDA

Challenge of Scale

"Pleasanton is a relatively small city. Sometimes it isn't possible or doesn't make sense to create a very specific, limited program, because there isn't enough need."

- Focus Group Participant

Strategy Suggestions

- Establish a Community Foundation
  - Strong need for an organization that supports local agencies and non-profits with fundraising efforts and local distribution of funds
- Non-profit Alliance
  - An alliance of organizations that provide diverse services
  - Organizations can share what they are doing, what funding they are seeking, and talk about coordination of services, referrals and duplication of efforts
  - Attract participants through newsletters, show-casing certain organizations, speakers, etc.
- Human Services Fair
  - Hold a "come learn what your city does for you" fair
  - Offer services or service vouchers to encourage participation
  - Rather than host one fair with information in multiple languages, host "one language" fairs where everything is in a specific language, such as Spanish

RDA

Strategy Suggestions Continued

- Wrap-around service delivery and coordinated care
  - Build organizational relationships that support coordinated care of high-need individuals
  - Note: there was some support for this idea, but there were also hesitations regarding client privacy, funding, and the fact that case managers provide similar services
- Create "one-stop shops"/Multi-Service Center
  - Offer multiple services at one location to streamline service delivery and address transportation issues

RDA

Strategy Suggestions Continued

- PR Campaign
  - "The different faces of Pleasanton"
  - Raise community awareness of local needs and increase community interest in assisting local individuals and families
- Increase local partnerships, for example:
  - Public-private partnerships to support workforce development
  - Mentoring initiatives
  - Partnerships between youth services and the school system
  - Incentivize/inspire dentists and other potential service partners to donate time and provide services to low-income residents
- Utilize/leverage faith-based organizations
- Increase advocacy efforts with county government
  - Attend county meetings and advocate on behalf of clients

RDA

Additional Suggestions for the Commission

Focus Group participants suggested the following additional ideas for the Human Services Commission:

- Visit service providers to learn more about existing services and funding needs
- Meet with Housing Commission and discuss separate and overlapping spheres of influence
- Revisit grant-making process
  - New programs and preventative programs can have a particularly hard time getting grants

RDA

Strategy Ideas from the Human Services Commission

Pleasanton Strategies

- Meet with Pleasanton Unified School District
- Joint use of facilities (PUSD/City)
- Promotores de Salud
- Engage/mobilize faith community
- Connect with Chamber of Commerce
- Consider policy for providing translation services for City
- Clarification of HSC and HC roles
- Core services still critical for grant funding
- Require agencies to register with 2-1-1 when they receive grant funding
- Continue to incentivize collaborative grant projects
- Co-location of Services (Multi-Service Center) (Pleasanton/Dublin joint strategy)

RDA

Strategy Ideas from the Human Services Commission

Tri-Valley Strategies

- Information and referral items
  - Better understand what the transportation issues are and what transportation options are available across the Tri-Valley and into other counties
  - Meet/involve medical providers in needs assessment discussion (PAMF, SRVRMC, Kaiser, ValleyCare, Sutter, Axis, VA)
  - Meet with Chabot/Los Positas (workforce development, I&R, event location)
- Events and Projects
  - Community outreach campaign (2-1-1, update pocket guide, faith based newsletters)
  - Early detection/prevention/screenings for developmental disabilities
  - Increase services for homeless single men/teens (new models of services)
- Items not prioritized
  - Mental health
  - Social service event

RDA

SWOT Analysis

- What internal strengths can the Commission leverage?
- What are some of the Commission's internal weaknesses?
- What external opportunities has the Commission had?
- What external challenges has the Commission faced?

RDA

Any Questions?

RDA

Contact Us!

Jennifer Susskind, 510-984-1603

jsusskind@resourcedevelopment.net

Zoe Loftus-Farren, 510-984-1559

zloftusfarren@resourcedevelopment.net

RDA

THANK YOU!

Resource Development Associates

A	Consumer Education	Service Area
A.1.	**Information sessions on available services -** Example: Union County, NJ offered a series of information sessions to help community members determine their eligibility for a variety of local, state and federal programs.	Workforce Development & Unemployment
A.2.	**Readable, culturally relevant and age appropriate informational materials** - Include information on programs, eligibility, etc. Can also include QR code that links to website or social media sites.	Workforce Development/Unemployment; Youth Services
A.3	**Transit training programs -** Classes/events on getting around without a car, including information on buses, paratransit, biking, etc. Example: City of Davis has biannual travel training events at the Davis Senior Center.	Health Care/Mental Health
A.4	**Computer classes** - Many computer classes are senior-focused, but classes could also be offered for all ages and at multiple skill levels. Example: San Francisco Public Library Teen Computer Corps Program - computer-savvy teenagers are paired one-on-one with older adults to help them improve their basic computer skills	Senior Services; Disability Services
A.5	**"Come learn what your city does for you" Fair** - This was a Focus Groups suggestion. Example: Somerset County (in NJ) has had Human services fairs for the past two years to showcase the variety of programs available to youth, adults and families. Cattaraugus County (in NY) had a similar fair last year.	Disability Services; Youth Services; Food and Nutrition
A.6	**Focus groups -** Conduct focus groups to solicit input on the best methods of communicating with the public regarding available services, eligibility requirements, etc.	Food and Nutrition
A.7	**Posting Lists/Information** - Posting lists of available services and eligibility information in public places where at need population in likely to see them.	Food and Nutrition
A.8	**City outreach/education coordinator** - Conducts outreach to raise awareness about and understanding of available government and non-profit services. Could be a part-time position or volunteer position to minimize costs, or could be shared between different non-profits and/or city entities.	Senior Services, Healthcare, Transportation, etc.
A.9	**Community Health Workers/Promotores de Salud** - Volunteer or paid health workers who generally come from the communities in which they work and help community members better understand and access the healthcare system. They sometimes also provide general health information and/or act as patient advocates. Example: two organizations in San Rafael, CA just partnered to hire two adult and two youth CHWs to provide the community with information on nutrition and health.	All Service Areas
A.10	**Support Groups** - Groups for parents and families of children/individuals with Alzheimer's, behavioral health issues, diabetes or other health/mental health issues. Suggested in Focus Groups.	All Service Areas; or Seniors/Youth
A.11	**Other-**	
A.12	**Other-**	

B	Communication And Collaboration	Service Area
B.1.	**Advisory Coalition** - Washtenaw County, MN, established an advisory coalition to look a the gap between local skills and job demands, identify emergent job sectors, and identify strategies to meet job demands.	Workforce Development & Unemployment
B.2.	**On-the-Job Training/Paid-Internships/Mentoring** - Formalized partnerships between non-profits, educational institutions, business and/or government to develop and implement targeted education, mentoring, paid-internships and on-the-job training programs. Example: New Door Ventures in San Francisco provides paid internships at social enterprises that they own, as well as with partner businesses. SF Mayor's Youth Employment and Education Program in San Francisco and Local Employment and Apprenticeship Training Program in Tacoma are additional examples.	Workforce Development/Unemployment; Youth Services
B.3.	**Integrated medical, behavioral health and long-term care services** - Medicaid enrollees in Snohomish County have access to care coordinators, specialty care and drug and alcohol services all under one roof - "medical home."	Health Care/Mental Health
B.4.	**Senior and Disability Transportation Coordination** - Portland has a Transportation Plan that coordinates senior and disability transportation services where possible and efficient.	Senior Services; Disability Services
B.5.	**Urban Agriculture and Workforce Development** - Lynchburg Grows uses urban agriculture to provide workforce development and job opportunities for individuals with disabilities and recreational activities for youth; partnership with non-profit.	Disability Services; Youth Services; Food and Nutrition
B.6.	**Nutrition Education Programs** - Partnerships between city, schools, non-profits and farms to conduct nutrition education in schools. Example: Novato, CA school district has instituted a nutrition program through which students receive nutrition education in classes, participate in trips to farms to glean produce, and are provided healthy, local food in school lunches.	Food and Nutrition
B.7.	**Food Policy Councils** - Food policy councils are composed of representatives from all components of the food system, including consumers, farmers, grocers, chefs, food processors, hunger advocates, educators, and government to discuss and address local food issues. Example: Berkeley Food Policy Council.	Food and Nutrition
B.8.	**GIS Mapping** - Atlanta uses GIS to map high concentration senior areas, housing, healthcare, and other service points to coordinate both care and transportation.	Senior Services, Healthcare, Transportation, etc.
B.9	**Non-Profit Alliance** - Group where non-profit representatives come together and talk about programs, funding, ideas, coordination, duplication of services, etc. Suggested in Focus Groups. Example: San Mateo County service providers established Thrive, The Alliance of Nonprofits for San Mateo County.	All Service Areas
B.10.	**Collaborative (Multi-disciplinary) Case Conferences -** Group where service providers from different agencies get together to plan services for vulnerable families/individuals. Requires consent to share information.	All Service Areas; or Seniors/Youth
B.11.	**Other-**	
B.12	**Other-**	

C	Untapped Resources	Service Area
C.1.	**Dental Services Donations** - Conduct outreach to dentists to donate time/incentivize dentists to donate time. There are several different models: (1) dental clinics (often as part of a health care clinic) - staff may be either paid or volunteer, and volunteers are often covered by clinic insurance (Berkeley, CA and San Rafael, CA); (2) dental fairs, such as RAM California (came to Oakland, but might be hard to organize for a small city); and (3) dental care donations (both time and space) at private dental offices.	Health Care
C.2.	**Donations of in-kind services or expertise** - Conduct outreach to encourage donation of services, such as job training services by business owners/professionals, computer training by youth, web development from technology industry professionals, etc. Outreach and implementation could take many forms, such as development of an "in-kind donations outreach committee," or outreach by individual city/non-profit staff. Coordination of volunteers.	All Service areas
C.3.	**Agriculture Partnership** - Several types of partnerships can be established between local farms and city services. For example, local farms can donate food to emergency food programs, or gleaners can go to farms to harvest left-over produce (and then either take it home to donate to food banks). (Suggested in article, Community Food Security United States Cities: A Survey of the Relevant Scientific Literature).	Food and Nutrition
C.4.	**Food Recovery** - Recovery of perishable and non-perishable foods from local restaurants, farmers markets, hospitals, schools, universities and grocery stores for use in emergency food programs (suggested by Cal. Recycle, among other agencies). Food can be collected and distributed through a volunteer network, or by existing non-profit/agency staff. Can incentivize businesses to donate by providing awards, acknowledgments, etc.	Food and Nutrition
C.5.	**"Different Faces of Pleasanton" Campaign/Awareness Campaign** - Campaign to increase awareness of local diversity, and also to increase/encourage donations to local service providers. Suggested in focus groups. Example: Elk Grove, CA had a Citywide Diversity Awareness Campaign.	All Service Areas
C.6.	**Community Foundation** - Community Foundation to coordinate fundraising efforts for the city. Suggested in focus groups. Example: The East Bay Community Foundation encourages individuals, organizations and companies to fund community activities in areas where donors live and work, and also disburses funding to nonprofit organizations.	All Service Areas
C.7.	**Gamefication/Public Competition** - Several agencies in San Francisco have used gamefication as part of their outreach strategy. Game participants (local residents) are asked to wrestle with the same issues that public officials/agencies deal with, and gamefication encourages engagement while also providing city with valuable insight. Example: SF's Budget Czar game was used over several months to solicit public feedback on the City Transportation Plan.	All service areas
C.8.	**"Change by Us"** - NYC launched a "do it yourself" platform to promote community engagement and social capital by leveraging social networks and digital technology. Members post ideas, join existing projects or create new ones, and access resources of city agencies and community-based orgs through an online forum. Centralized site to generate ideas, engagement and volunteerism.	All service areas
C.9.	**Other-**	
C.10.	**Other-**	

D	Access Barriers (Time and Money)	Service Area
D.1.	**Supportive Services** - Provide residents with supportive services, such as tuition assistance, transportation assistance and day care assistance to help them gain and retain employment.	Workforce Development
D.2.	**Telepsychiatry/Telemedicine Services** - Telepsychiatry services allow remote patients, or patients with transportation barriers, to access behavioral health services. Example: several different private, public and non-profit groups came together to provide telepsychiatry services in Lycoming County, PA, with high reported customer satisfaction.	Behavioral Health & Healtcare (could also be applied to other services, such as phone assistance with public assistance applications)
D.3.	**Volunteer Driver Programs** - Marshall, MN has instituted a volunteer driver program, where volunteers take individuals with access barriers to healthcare/behavioral health appointments.	Health Care/Behavioral Health (could be applied to other service areas as well)
D.4.	**Group Transportation Services** - Group transportation to high demand locations/events . Example: Reno, NV offers a seniors' bus to the farmers market.	Food and Nutrition; Senior Services
D.5.	**Shop & Ride** - Knoxville, TN offers free one way tickets on any city bus to qualifying individuals when they spend $10 at a participating grocery store. Tickets are validated in the store.	Food and Nutrition; Senior Services
D.6.	**Transportation Vouchers/Subsidized Taxi Fare** - Example: Laguna Woods offers reductions of 50%-60% for residents who are 60 years or older. Taxi bucks (which can be used anywhere in Orange County), are available to residents for $40, for a book that contains $100 worth of taxi fare. Specially discounted vouchers are also available to particularly popular destinations. Less-expensive, non-emergency medical vouchers are also provided to residents who need medical services. Funding for the Laguna Woods program came from Orange County. Montgomery County, Maryland has a similar program.	All service areas
D.7.	**Increasing the number of bus stops/rest stops** - Increasing the number of resting stops between senior centers/high concentration senior neighborhoods and bus stops makes the bus system more accessible to seniors. (Recommended in a report by Community Transportation Association of America based on surveys administered to seniors).	Senior Services
D.8.	**Community Garden** - Community gardens, or individual family plots, provide community members a place to grow healthy food close to home and build community connections. There is often a small monthly or yearly fee to rent an individual plot. For example, $30/year in Oakland. In San Rafael, CA, small plots are $40/year, and large plots are $75/year.	Food and Nutrition
D.9.	**Other-**	
D.10.	**Other-**	

Human Services Commission
Staff Report

December 4, 2013
Item 5

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

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 — Joyce Berger

Updated 12/6/2012

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: October 2013

Noteworthy Updates

During the month of October, 9,288 calls were handled by 2-1-1 Resource Specialists and 14,907 health, housing and human service referrals were provided. Of the unduplicated callers, 80% 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 October it received 147,326 hits from 15,040 visitors.

This month Eden I&R staff participated in a variety of disaster preparedness drills. On October 17, Eden I&R was among more than 9.5 million people in California who participated in the Great ShakeOut. During the drill, activities included a tabletop exercise at which staff were asked to respond to scenarios and consider all the various contingencies involved immediately after, a few hours after, and a few days after a large scale earthquake. This kind of detailed practice helps ensure that Eden I&R's operations will run as smoothly as possible in the event of a disaster. Additionally, the Executive Director once again attended the multi-day Urban Shield exercises held throughout the Bay Area. She networked with first responders and made them aware of 2-1-1's role before, during, and after a disaster or community-wide emergency.

October also provided some opportunities to highlight the important role 2-1-1 plays in a variety of critical situations. On October 12, low-income people were unable to use their CalFresh EBT cards due to a statewide server power outage. Some of these individuals called 2-1-1 as they were unsure of what to do. After receiving more than one call like this and quickly recognizing a trend, one of our Phone Resource Specialists called the 2-1-1 Program Manager and Executive Director at their homes (it was a Saturday when the outage occurred) who sprang into action to research the problem immediately. While this research was being done, the Phone Resource Specialist was also distributing referrals and exploring potential additional services to provide immediate relief to the distressed 2-1-1 callers. 2-1-1 was also well prepared for the BART strike by keeping our staff, and therefore our callers, aware of the status of the strike both in the days leading up to it and during the actual strike. Our Information Management Department constantly updated the services database with up to the minute information and additional resources such as alternate transportation.

Call Information

Call Examples	~ The community-based organization Youth Uprising in Oakland called seeking information on shelter and transitional housing on behalf of a male youth who was on probation. Referrals were provided to Dreamcatcher and Covenant House, the Turning Point program, and Urojas transitional housing.
	~ A single mother with two children residing in Livermore called for assistance locating shelter. The caller informed 2-1-1 that she had been living previously with her husband but had left him due to domestic violence issues. 2-1-1 referred the caller to Tri-Valley Haven and Building Futures with Women and Children for shelter. The woman called back again a few days later requesting information on where she could receive free clothing. 2-1-1 provided the caller with referrals to Tri-Valley Church of Christ and Centro de Servicios.
	~ A resident of Berkeley who was homeless called for assistance with housing. The caller stated he was HIV positive and had a history of substance abuse. 2-1-1 referred the caller to several transitional housing programs: Images On The Rise, Alpha Omega, Phatt Chance, Jordan's House, Tranquility House, and Change to Come. The caller was also referred to AHIP, Eden I & R's AIDS Housing Information Program, for further assistance.
	~ A senior citizen from Pleasanton called for housing referrals. The caller informed 2-1-1 that he only desired housing in the Tri-Valley Area. He was referred to the Vandenburgh Villa Apartments, Carlow Courts, Owl's Landing, and Wicklow Square.
	~ An Emeryville caller, who had a pending SSI case for physical disabilities, called for shelter. The caller stated she was a victim of domestic violence and that she needed assistance accessing Public Benefits. 2-1-1 provided the caller with referrals to the Emergency Shelter Program, the 24 Hour Emergency Mobile Response Team, Homeless Action Center, People With Disabilities Foundation, and Bay Area Legal Aid. 2-1-1 also provided the caller with the 2-1-1 number for Contra Costa County, so that she could seek shelter and be safely distanced from her abuser.
	~ A Dublin senior called for assistance in locating employment. The caller was referred to East Bay Works One-Stop Career Center and A Hand 'n Hand. The caller was also pre-screened and referred for enrollment in the CalFresh Program.

EDEN I & R, Inc.

Caller Feedback	~ “I am a cancer patient. This is the first time I used your service. What a joy. Usually when you call places, you get a message that tells you to push this button or that button--no one provides customer service anymore. But your employee took the time to really listen and help me with what I needed and he went beyond, he knew just what I needed. People like him are rock stars. You are providing such a great service for people that really need it. Few people take the time to say thank you, but I want you to know that your employee is doing a phenomenal job. Please tell him that, he needs to hear it from his supervisor and give him a pat on the back from me. I feel like writing a letter to the mayor to tell him how wonderful you are and what great service you are providing.”
	~“I live in Oakland. I just had a wonderful phone conversation with your staff. She was very helpful, understanding, and resourceful. And more importantly, she was generous with her time. She was going to research my matter and call me back.”
	~ “Your operator was very helpful, she gave me numbers to programs, and listened to everything I had to say. She was a very helpful ear, and very responsive to what I asked, she had information on everything I needed, and I really enjoyed my phone call. Thank you very much. And thank you 2-1-1, it is a pleasure to know that there is a number out there that a person can call when they are in a bad situation. Unfortunately, I was just laid off from my job, and like I said, you were very helpful with the information. Thank you and have a great day.”
	~ “I live in San Leandro. Today is my first experience calling 2-1-1, and I spoke with your operator, and she’s more than helpful and very understanding--exactly the kind of person you want to talk to when you are in this kind of this situation. Thanks you guys and once again, a thank you to your operator for being so polite and so nice.”
	~ "I am currently homeless and I spoke with your resource specialist. She was very helpful and patient. I am, like I said- homeless, and I am looking for some places that I can afford, and she was very helpful. Thank you very much and have a great day.”
Staff Inservice Training Sessions	~ 2-1-1 Staff Refresher on Time Surveying for the Medi-Cal Administrative Activites (MAA) program
	~ Building Opportunities for Self-Sufficiency (BOSS) In-Service Presentation
	~ 2-1-1 Disaster Drill
	~ East Bay Works One Stop Career Center In-Service Presentation

Resource Information And Technology Updates	
Services Database	~ No new agencies were added to the services database this month.
	~ The services database contains 1,113 agencies and 2,866 programs.
	~ The process of updating the 597 "Directory" agencies continues. So far we have updated 537 agencies.
Housing Database	~ 59 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 147,326 hits from 15,040 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.
	~ New functionallity was added to the Client database system to streamline the process of providing information to callers regarding Covered California and the Affordable Care Act.
	~ Staff attended two webinars dealing with phone system backups for California 2-1-1's. Both webinars were hosted by 2-1-1 California. The first focused on options within the 5Nine phone system in use by a number of 2-1-1's in the state (not 2-1-1 Alameda County). The second webinar introduced an option that could be implemented by 2-1-1's regardless of who their phone carrier is.
	~ Changes were made to the process used when asking callers if it would be okay for 2-1-1 to call them back in one to two weeks as part of our quality assurance process. The new system will decrease the chances of making calls to individuals who indicated they do not wish to participate so that staff can leave a more clear message regarding the nature of the call if a voice message system is reached.
	~ Staff are ready to begin a survey of California 211's currently using the iCarol software package as a starting point for evaluating iCarol as a replacement for Eden I&R's Client and Services database software. After the survey is completed, staff will select two to three organizations for site visits so our staff can observe the software firsthand. After the site visits are completed, and if it is determined the software would be a good fit for the organization, a demo will be arranged. The entire process is exptected to be completed by the end of January 2014.

EDEN I & R, Inc.

Outreach/Public Information Activities	
Meetings	~ The Executive Director attended the first meeting of Pleasanton's Ptownlife Resources Network, a cross-section of public and private organizations and departments working together to support youth and their families in the Tri-Valley area.
	~ As a board member and editor of the statewide newsletter, the Executive Director participated in the quarterly California Alliance of Information and Referral Services (CAIRS) board conference call. Discussion topics included a recap of the recent successful statewide CAIRS conference, planning for next year's conference, plans for the CAIRS board annual retreat, and the status of current CAIRS priorities.
	~ The Executive Director attended the annual 2-1-1 California Summit held in Los Angeles. Most of the 2-1-1 centers from throughout the state were in attendance and the major discussion categories included: the network's vision development and business plan, disaster response redundancy and rerouting systems, statewide database alignment, and general 2-1-1 California activities and current priorities.
	~ The Executive Director continued to provide information to the Alameda County City Manager's Association in an attempt to streamline and sustain sufficient city funding that is then leveraged and matched by the county and private sector.
	~ Agency staff continued to work with 2-1-1 Los Angeles to solidify the disaster back-up systems necessary for its 2-1-1 center to answer 2-1-1 Alameda County calls in case there is an emergency locally that prevents our agency from answering our phone lines.
	~ The Executive Director continued to attend Joint ReEntry meetings in order to stay abreast of all new developments related to the formerly incarcerated returning to our communities. The goal is to promote successful re-entry and reduce recidivism rates.
	~ The Executive Director also attended the County Board of Supervisors' Public Protection Committee meeting in order to hear firsthand Probation Chief Harris' summary report on the progress being made by the coalition of agencies and departments working together to assist those men and women re-entering our communities from incarceration.
	~ The Executive Director participated in the monthly regional Bay Area 2-1-1 Partnership conference call during which there were discussions regarding the upcoming 2-1-1 California Summit, the possibility of acquiring compatible HAM radios for disaster purposes, statewide movement in shared databases and telephony, and a regional visit to the 2-1-1 Sonoma call center in December.
	~ The Executive Director was invited by Alameda County Sheriff Ahern to participate in all four days of Urban Shield activities. Eden I&R's role is to network with first responders and make them aware of 2-1-1's role before, during, and after a disaster or community-wide emergency.
	~ The Executive Director, Deputy Director, and 2-1-1 Program Manager met with the Director of Senior Services Coalition of Alameda County to discuss the Coordinated Care Initiative and the ways in which Eden I&R could partner in the successful rollout of this health care-related process.
	~ The AHIP Coordinator attended an informational meeting hosted by EveryOne Home which included an overview of the new program, Home Stretch. This program will help create a prioritized list for the “most at risk” homeless on the county's subsidized housing waitlists.
	~ The Deputy Director, Finance Director, and 2-1-1 Program Manager attended a "refresher training" at Alameda County Health Care Services Agency for those agencies participating in the MAA (Medi-Cal Administrative Activities) program, specifically to learn from one another about the new perpetual time survey that began July 1.
	~ The Deputy Director attended the bimonthly Workforce Investment Board ACCESS Steering Committee meeting at which she made a presentation about recent employment-related calls received by 2-1-1 and employment-related outreach provided by the agency.
	~ The Deputy Director attended a training given by Alameda County Health Care Services Agency for county Library Staff about HealthPac and the impact of health care reform in the county.
	~ The Deputy Director attended the next in a series of forums sponsored by Alameda County Health Care and Social Services Agencies to discuss the latest in health care reform.
	~ The Deputy Director participated in a focus group, sponsored by 2-1-1 California, of other regional 2-1-1's and community-based organizations. The purpose of the focus group was to gather thoughts on current and future opportunities (and challenges) regarding serving the needs of families in California, and on exploring ideas together about how 2-1-1’s network of providers could help meet those needs.
	~ The Deputy Director made a presentation about 2-1-1, and in particular its service to Oakland residents and employees, to the Oakland Life Enrichment Committee of the Oakland City Council.
	~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry for those with disabilities and frail elderly.

Meetings	~ 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 us at no cost.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
Fairs/Events/and Outreach	~ The Development/Marketing Officer participated in, and distributed 2-1-1 outreach and marketing materials at, the Workforce Investment Board Career Fair in Livermore, City of Oakland Community Emergency Preparedness Fair, Hotel Oakland Senior Fair, and Chabot College Health Fair.
	~ The 2-1-1 Program Manager participated in, and distributed 2-1-1 outreach and marketing materials at, the City of Pleasanton Community Services Tri-Valley Transition Information Night for post-high school services to young adults with developmental disabilities.
	~ Staff participated in, and distributed 2-1-1 outreach and marketing materials at St. Rose Hospital Health Fair, City of Dublin Senior Fair, Ashland/Cherryland Together Neighborhood Street Party, and Social Security Administration, and the offices of CA Assemblywoman Joan Buchanan and State Senator Mark DeSaulnier.
	~ 2-1-1 outreach and marketing materials were distributed this month to: American High and Warwick Elementary Schools in Fremont, all Oakland Public Library branches, A Safe Place, Alameda County Social Services, and Lifelong Medical Care.
	~ The Housing Outreach Coordinator facilitated an in-service session for nursing students at Cal State University-East Bay.
	~ Housing Department Staff participated in the East Bay Rental Housing Association Trade Show at the Oakland Marriott Hotel.
	~ The Development/Marketing Officer made a 2-1-1 presentation to job training students at College of Alameda's ATLAS program.
	~ Nina's Bode Boutique, a Hayward women's clothing store, held a fashion show and fundraiser for Eden I&R. The people who attended were given information about all of Eden I&R's services by the agency's Housing Outreach Coordinator, Executive Director, and a devoted agency volunteer.
	~ The Housing Outreach Coordinator facilitated an Affordable Housing Workshop for the case management staff of Building Futures with Women and Children.
	~ 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 the Great ShakeOut Drill for all agency staff including the 2-1-1 Phone Resource Specialists. We drilled "Drop, Cover, and Hold-on." The Housing Outreach Coordinator facilitated three tabletop exercises reviewing shift changes and our notification process in the event of a disaster.
	~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for the members of the AAA Automobile Association. She explained the role of 2-1-1 before, during, and after a disaster.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the quarterly Alameda County Voluntary Organizations Active in Disasters (VOAD) General Membership meeting.
	~ The Housing Outreach Coordinator and one of the Housing Specialists attended the Tri-Valley Rental Property Owner Resource Mixer. This was an opportunity to speak to Tri-Valley Rental property owners
	~ The Housing Outreach Coordinator attended the 36th Annual Hayward Volunteer Recognition and Awards Dinner. As an agency we nominated Judy Harven, who has been instrumental in assisting with our Affordable Housing Week Events.

Alameda County Summary By City 10/1/2013 Through 10/31/2013; 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	205	119	86	87	39	15	72	41	31	348
Albany	21	11	10	10	4	3	7	2	2	44
Berkeley	526	261	265	179	98	48	131	65	46	903
Castro Valley	118	75	43	51	21	6	45	24	21	194
Dublin	66	41	25	34	12	4	30	12	7	118
Emeryville	54	34	20	21	9	4	17	11	6	115
Fremont	355	234	121	169	71	38	131	77	43	665
Hayward	1229	759	470	517	195	76	441	308	184	2236
Livermore	121	60	61	53	19	7	46	30	16	214
Newark	118	83	35	56	19	9	47	30	18	219
Oakland	4230	2219	2011	1577	686	334	1242	787	544	7468
Pleasanton	77	51	26	33	14	11	22	13	7	141
San Leandro	662	445	217	296	129	55	241	149	97	1277
San Lorenzo	74	52	22	35	11	6	29	22	11	143
Union City	139	88	51	61	19	9	52	39	23	238
Other	1292	152	1140	117	46	26	91	39	26	582
Grand Total:	**9288**	**4684**	**4604**	**3296**	**1392**	**651**	**2644**	**1649**	**1082**	**14907**

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 10/31/2013; 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	776	451	325	296	128	64	232	146	94	1391
Albany	79	40	39	31	13	7	24	7	5	181
Berkeley	2020	989	1031	530	250	145	385	198	138	3462
Castro Valley	515	309	206	177	63	28	149	85	54	895
Dublin	220	127	93	85	30	16	69	38	24	378
Emeryville	175	109	66	66	27	14	52	29	20	330
Fremont	1588	980	608	563	208	138	424	265	152	2845
Hayward	4666	2859	1807	1593	577	303	1290	912	571	8719
Livermore	623	338	285	215	77	34	181	116	62	1147
Newark	437	305	132	156	58	29	127	87	56	742
Oakland	16451	8700	7751	4950	1993	1101	3847	2525	1735	29564
Piedmont	13	2	11	3	1	1	2	0	0	31
Pleasanton	287	173	114	94	26	21	73	52	30	555
San Leandro	2295	1509	786	826	303	159	667	419	270	4566
San Lorenzo	291	204	87	124	37	23	101	74	46	543
Sunol	4	3	1	3	1	1	2	0	0	13
Union City	565	369	196	224	78	37	187	125	76	1053
Other	5045	496	4549	353	136	83	270	115	85	2291
Grand Total:	**36050**	**17963**	**18087**	**10289**	**4006**	**2204**	**8082**	**5193**	**3418**	**58706**

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.

Eden I&R, Inc.
"linking people and resources" throughout Alameda County

2-1-1 Annual Report
Fiscal Year 2013

Eden I&R completed its sixth year of providing 2-1-1 services in Alameda County. During Fiscal Year 2013 (July 2012-June 2013), 2-1-1 Resource Specialists handled 105,569 calls and these callers were provided 189,081 health, housing and human service referrals.

Highlights from the year include:

- Eden I&R continued to maintain its core service of 24/7 information and referral, twice daily calls for shelter bed availability, and maintenance of the Health, Housing and Human Service databases.
- 2-1-1 received a greater number of calls from people who have never had to seek assistance before. Due to job loss, home foreclosure, and other hardship, formerly middle class people found themselves in need of food, rental and utility assistance, and job placements.
- 2-1-1 provided a variety of services during the holiday season to assist low-income individuals and their families by handling 726 calls requesting information about holiday programs and providing 1,426 referrals. 2-1-1 also registered 292 households for the City of Berkeley's Toys for Tots program.
- For the fifth year, 2-1-1 played a role in the California Free tax assistance events sponsored by the Intuit Financial Freedom Foundation. 2-1-1 Resource Specialists answered a record total of 1,356 calls about the program, an increase of nearly 40% over last year. Over 684 appointments were booked to enable eligible taxpayers to prepare and electronically file their taxes.
- 1,720 referrals were made to Earned Income Tax Credit sites throughout Alameda County for lower income people this tax season.
- Eden I&R worked with Community Services staff in Dublin, Pleasanton and Livermore on strategies to enhance and intensify 2-1-1 outreach efforts in the Tri-Valley communities.
- Eden I&R investigated the ways it can play a key role in helping callers navigate healthcare eligibility and enrollment for the thousands of County residents who now have more health insurance options resulting from the Affordable Care Act.
- Eden I&R's launched its Facebook Page that kept followers aware of public events such as food and clothing giveaways, health fairs, and updates on programs provided by agency partners.

***"Prior to calling 2-1-1, I searched the Internet but was unable to come up with anything. 2-1-1 was able to not only look up the information, but also got the information across to me…and your Resource Specialist was absolutely polite and professional."*- 2-1-1 Feedback Line Caller**

● **Staffing and Training:**
The 2-1-1 call center is staffed 24/7/365 to assist callers. To keep up with the changing countywide programs and services, 2-1-1 Phone Line Resource Specialists attended weekly in-service trainings in which pertinent updates to services were shared, technological changes to the databases were discussed, and representatives from various organizations presented information about their agency's programs and services. Examples of agencies and programs that presented include:

A Hand 'N Hand Career Center
AIDS Legal Referral Panel
Axis Community Health
BART
Bay Area Community Services
Bay Area Rescue Mission
Behavioral Health Care Services
Building Futures for Women & Children
Building Opportunities for Self-Sufficiency
Crisis Support Center
East Bay Community Law Center
Earn It! Keep It! Save It!
Geriatric Assessment Response
Kaiser Permanente's Child Health Program
Legal Assistance for Seniors
Money Management International
Oakland Housing Assistance Center
Portia Bell Hume Behavioral Health Center
Planned Parenthood Mar Monte
Partnership for Affordable Housing's Making Changes
Phatt Chance Transitional Housing
Public Health Clearinghouse
Rubicon Programs
Shelter Plus Care
Team Homeless Action Center
Tri-Valley Haven
Turbo Tax
Turning Point Transitional Housing

● **Health, Housing and Human Services Data Resources:**
Eden I&R's Housing Database increased by 3,968 units for a total of 79,615 rental housing units (e.g., subsidized, Below Market Rate, Market Rate, residency hotel rooms, SROs, and shared rental housing). In addition, the Information Management Department contacted over 1,100 agencies to update the over 2,800 programs in its Health and Human Services Database. The comprehensive information was also used to update the 2013 Edition of *The Big Blue Book: Directory of Human Services for Alameda County*, and the data was also accessed for free online at www.211alamedacounty.org and www.edenir.org.

● **Technology Capacity**:
The agency completed installation of new computer equipment purchased with funding from Philanthropic Ventures Foundation and The San Francisco Foundation. Aging and outdated technology systems including the virtual database server, accounting software, backup power supplies and phone systems, were replaced. The new equipment will help ensure that Eden I&R's systems are available to serve the public 24/7 and in a disaster situation.

Eden I&R's updated website went live in January, 2013. The updates make the site more user friendly, easier to read, and client centric. Visitors can now search for countywide resources by key word or agency name directly from the website's home page at www.211alamedacounty.org.

***I've used 2-1-1 more than one time, and I have gotten great information and referrals every time…I greatly appreciated you asking me questions that are related to my situation and what I am going through and giving me referrals…I don't know what I would have done without 2-1-1."-2-1-1* Feedback Line Caller**

Eden I&R continued to pursue various outreach methods to inform and remind the Alameda County community about 2-1-1. As a result, **2-1-1 Alameda County handled 105,569 calls, and provided 189,081 referrals** to health, housing, and human service programs throughout the County. Of the unduplicated callers**, 38% were disabled and 31% were female head of households with minor children.** Approximately half of the calls to 2-1-1 sought emergency shelter, housing and housing–related services.

The Top 10 Countywide Service Needs remained similar to recent years. 82% of the service requests received by 2-1-1 were for the following:

1. Housing/Shelter
2. Information Services (specialized I&R, libraries, on-line resources)
3. Legal Services
4. Food Assistance
5. Public Assistance Programs
6. Utility Assistance
7. Individual & Family Support Services
8. Material Goods (furniture, clothing, holiday items)
9. Substance Abuse Services
10. Employment Services

The following are examples of 2-1-1 calls from Alameda County residents and employees:

- A single mother with a mental disability living in low-income housing in the City of **Alameda** called for help with her large electricity bill. The caller, who has two young children, informed the Resource Specialist that her utilities had been shut off and she was worried about caring for her infant without power. The caller was referred to HEAP, St. Vincent de Paul, Project EASE, and Season of Sharing.

- An **Albany** resident called seeking resources for breast cancer victims and assistance with transportation. She was referred to The Women's Cancer Resource Center of Oakland and to East Bay Paratransit.

- A **Berkeley** resident with a physical disability became homeless due to a domestic violence situation and called 2-1-1 for financial resources. The caller, who is a single parent of three children, was referred to CalWorks and CalFresh for benefits, and for immediate food she was referred to the Mary Ann Wright Foundation, the Alameda County Community Food Bank, and three soup kitchens: Open Door Mission, St. Vincent de Paul Dining Room, and Word Assembly Baptist Church.

- A **Dublin** resident called for assistance with subsidized child care, job training, employment assistance, adult education and food. The caller was referred to Child Care Links for subsidized childcare and The Trustline Registry for other child care referrals. Additionally, the caller was provided referrals to The East Bay Works One-Stop Career Center, East Bay Professional Experience Network and Centro De Servicios for job training and placement assistance. Referrals to Livermore Valley and Hayward School Districts for adult education were provided. The client was also prescreened for CalFresh and referred to Alameda County Social Services for application assistance.

- An **Emeryville** resident supporting herself on unemployment benefits called for information and assistance with a sewage problem in her rental unit that her landlord was not acting on. The caller was referred to East Bay Community Law Center, Centro Legal de la Raza and Bay Area Legal Aid for tenant rights counseling and Alameda County Environmental Health Department for reporting hazardous waste.

***"I just had the most wonderful experience with 2-1-1…I called to see if I could get assistance with food and your employee was diligent in locating programs that can help me…people like me depend on 2-1-1 to be able to live month to month. I am so grateful to your employee and the 2-1-1 service."*- 2-1-1 Feedback Line Caller**

- A formerly incarcerated male with a mental disability on General Assistance called from **Fremont** for resources that might benefit him. The caller was referred to Tri-City Health Center for medical care, Tri-City Volunteers food pantry, Centerville Free Dining Room, Hayward Community Action Network for bus fare, the Fremont Main Library for internet access, Kevin Grant Consulting's Criminal Intervention Workshops for re-entry support, and the Hayward Day Labor Center for immediate employment. He was also referred to the Fremont Family Resource Center for additional services and referrals.

- A case manager from Kaiser in **Hayward** called requesting information on housing for a patient who has a mental disability, and was living with his brother in San Leandro. The brothers had come to Kaiser for services, but did not have health insurance. The patient later came on the phone and spoke directly with the Resource Specialist. He was to be released within a few days following a suicide attempt, which he made when he learned that he and his brother were being evicted from their home. They were provided referrals to Building Futures for Women and Children Emergency Solutions Grant Program for rental assistance, Season of Sharing, and Center for Independent Living. Other referrals included: ACCESS for mental health evaluation and assistance in applying for health care, and to HealthPac; and ECHO Housing and Bay Area Legal Aid for tenants' rights. 2-1-1 pre-screened the caller for CalFresh and referred him and his brother to Alameda County Social Services to apply for both CalFresh and General Assistance as they had no source of income. When the caller was satisfied with his referrals, he handed the phone back to the case manager who then had three other individuals in need of 2-1-1 services. Intakes were completed for each person and appropriate referrals provided.

- A veteran from **Livermore** called for information on rental assistance and food. The caller was referred to Operation Dignity. The caller was screened for CalFresh and referred to Alameda County Social Services. For the caller's immediate food needs, 2-1-1 provided him with referrals to the Tri-Valley Haven Food Pantry in Livermore and the Alameda County Community Food Bank.

- A homeless individual in **Newark** called for shelter and food for herself and her teen daughter who has a mental disability. The caller and her daughter both receive SSI. The caller was referred to Tri-Valley Haven and Berkeley Food and Housing for shelter, and Shepherd's Gate for transitional housing.

- A pregnant **Oakland** resident with mental disabilities called seeking assistance with tenants rights for repair issues. Her rental unit had no hot water. The caller was referred to Centro Legal de la Raza, Oakland Tenants Union and Just Cause for tenant rights counseling. She was also interested in moving and was given referrals to a market rate rental listing and a low-income rental listing that met her needs. The caller was also referred to the Homeless Action Center and the Mental Health Association of Alameda County for benefits assistance as she had recently found out that someone was collecting SSI on her behalf and had done so since her childhood without her knowledge. The caller was referred to St. Elizabeth' Parish, Robert Allen Mercy House, Mount Zion Church, Telegraph Community Center, and Alameda County Community Food Bank for food.

- A homeless female youth called from **Piedmont** for shelters and was referred to Covenant House and Dream Catcher.

- A resident of **Pleasanton** called seeking information on financial assistance and any additional support services to meet basic needs. The caller identified herself as a domestic violence victim. The Resource Specialist asked about the safety of the caller and was informed that the caller is no longer living with the perpetrator and she has custody of her two minor children. She was screened for and found eligible for Cal Fresh, and referred to Alameda County Social Services for CalFresh and CalWorks. The caller was also referred to the Alameda County Department of Child Support Services for assistance with financial support for the children and to prevent homelessness.

- A single male, with a mental disability, called from **San Leandro** for information on job training and anger management. The caller was referred to Terra Firma, Second Chance, and Allen Temple Baptist Church for anger management. He was also provided referrals to Goodwill Job Placement Center and to St. Vincent de Paul's Champion Workforce program for job training and placement.

- A **Union City** resident who is a single parent of two young children and is dependent solely on child support and living with family, called for job leads and child care information. The caller was referred to the Fremont Family Resource Center, Kidango, Child Care Links and 4 C's. In addition, the caller was provided information on job openings and job fairs received from agency partners throughout Alameda County. The caller was pre-screened for CalFresh and was referred to Alameda County Social Services to apply for food and Medi-Cal benefits.

Marketing Outreach and Publicity

Throughout the year, Eden I&R maintained and enhanced key partnerships with:

Alameda County:
Area Agency on Aging
Social Services Agency
Emergency Managers Assn.
Workforce Investment Board
Housing & Community Devel.
Health Care Services Agency
Probation Department
Criminal Justice Community Corrections Partnership
American Red Cross
East Bay Rental Housing Association
Oakland Housing Authority
United Way of the Bay Area
Tri-Valley Housing Scholarship

In addition to these project-specific partnerships, Eden I&R continued to have a strong presence in the community and actively worked to inform all Alameda County residents and employees about 2-1-1. Eden I&R's outreach activities included: conducting information briefings or in-service trainings for other community based agencies; hosting booths at senior/health/career/emergency preparation fairs; posting and making 2-1-1 materials available at local agencies; submitting press releases to local publications; placing 2-1-1 materials with other agency giveaways (e.g., food baskets and participant goodie bags); and seeking assistance from other agencies and departments in helping inform the public about 2-1-1 (e.g., posting a logo/article on their website and/or newsletter.)

Agency staff and volunteers participated in and distributed over **74,000 pieces of marketing materials at 104 events.** These events included health, senior, youth, career, veterans, emergency preparedness, and other resource fairs, as well as presentations to service organizations, social service agencies, schools, and senior and low-income housing facilities. Included in the agency's outreach was a strategic initiative to increase visibility of 2-1-1 in the Tri-Valley. The following is just a sampling of the multitude of events at which Eden I&R provided outreach:

Housing:
City of Oakland Housing and Community Development Housing Resource Fair
Project Access Resource Fair
County Housing Authority Healthy Families Fair
Health:
City of Fremont Four Seasons of Health Expo
City of Livermore Health & Safety Fair
Commission on Aging's Health Aging Fair
Kaiser Permanente Family Wellness Festival
Youth:
4C's of Alameda County Resource Fair
Education Summit for First Generation Students
Valley Alternative High School Back to School Night
Veterans:
East Bay Stand Down
Senator Ellen Corbett's Veterans Resource Fair
Veterans Collaborative Meeting

Senior Services:
Assemblymember Mary Hayashi's Senior Fair
Senior Resource Fairs in Dublin, Hayward, Pleasanton, Berkeley, Albany
United Seniors of Oakland Healthy Living Festival
Preparedness:
American Red Cross Preparedness Classes
Kaiser Permanente Emergency Preparedness Fairs
Lawrence Berkeley Lab Preparedness Fair
Career:
County Mental Health Consumer Job Fair
EC Reems Community Services Job/Health Fair
ITT Technical Institute Resource Fair
Other Resource Fairs:
Alameda Health Services Social Work Resource Fair
Ashland-Cherryland Together Street Party
Asian American Heritage Festival
Bike to Work Day
Make A Difference for Pleasanton Festival

2-1-1 Partnerships

Eden I&R collaborates with various community agencies and organizations, as well as government departments, on a number of programs designed to empower vulnerable populations and increase economic achievement.

- **CalFresh**- Eden I&R subcontracts with 2-1-1 San Diego to conduct outreach to eligible individuals and families about the CalFresh food assistance program. Thanks to technological innovations and staff training, the second half of FY2013 saw a dramatic increase in the number of 2-1-1 calls in which Resource Specialists conducted outreach/pre-screenings for CalFresh eligibility. CalFresh outreach/pre-screenings occurred in 7,213 calls to 2-1-1, a 36% increase over last year.
- **California Free Tax Events**- For the fifth consecutive year, Eden I&R was contracted by the Computer and Communications Industry Association and the Intuit Financial Freedom Foundation to provide information and refer callers to nine free tax assistance events held throughout California. 2-1-1 Resource Specialists handled a total of 1,356 calls about this year's program—an increase of nearly 40% from last year. 684 appointments were scheduled for lower-income taxpayers and those on active military duty.
- **Earn It! Keep It! Save It!-** Led by the United Way of the Bay Area, Earn It! Keep It! Save It! provided free tax preparation at over 200 Bay Area locations to low-income households. Eden I&R again successfully participated in the program with 2-1-1 Resource Specialists explaining to 871 callers the eligibility guidelines for the Earned Income Tax Credit (EITC) program and giving 1,720 referrals to the tax preparation sites closest to the callers.
- Eden I&R maintained its long-term partnerships with **Alameda County's Social Service Agency**, **Workforce Investment Board,** and **Housing and Community Development Department**. In addition, a new partnership was developed with the **Alameda County Probation Department** to explore ways 2-1-1 can provide information and referrals to the re-entry population for successful integration back into society and to reduce the rate of recidivism.

Regional 2-1-1 Partnerships

Eden I&R continued to meet monthly with other Bay Area 2-1-1 providers (including Volunteer Center of Sonoma, United Way of Silicon Valley, United Way of the Bay Area, and Contra Costa Crisis Center) to create a seamless and coordinated regional 2-1-1 system. Additionally, the 2-1-1 California Network has been working statewide to support all 2-1-1 centers. In FY 2013, example efforts from these collaborations have included:

New healthcare-related systems: Discussions through the California Alliance of Information and Referral Services (CAIRS), the 2-1-1 CA Network, and the Alameda County Healthcare Services Agency about the ways in which 2-1-1 can most effectively serve low-income families as healthcare reform takes shape over the next five years.

Assisting Re-entry Populations: On a statewide level, discussions included how 2-1-1 call centers can: assist offenders within and outside of prison with on-the-job training and possible employment as 2-1-1 resource specialists; manage emergency shelter bed reservation systems; provide outgoing court notification systems and client and specialized re-entry data collection. The Criminal Justice Community Corrections Partnership met monthly to discuss processes and partnerships related to re-entry realignment, successful integration back into society and reducing the rate of recidivism in Alameda County.

Disaster Response: The 2-1-1 California statewide collaborative included discussions of mutual agreements of understanding as they relate to disaster response. The United Way of the Bay Area, Eden I&R, and Contra Costa Crisis Center met on a regular basis and discussed the ways in which we support one another, especially during a local disaster.

2-1-1 Disaster Response and Preparedness

In order to ensure that Eden I&R can provide services before, during, and after a disaster, staff continued to participate in a variety of disaster drills annually, and remained an active member in numerous disaster preparation groups and meetings including Alameda County Emergency Managers' Association, Collaborating Agencies Responding to Disaster (CARD), 2-1-1 Bay Area Partnership, and Northern California and Alameda County Voluntary Organizations Active in Disaster (VOAD).

During FY 2013:

- Eden I&R participated in a variety of disaster preparedness related activities including: an Emergency Volunteer Center exercise and participation in the Great ShakeOut earthquake drill during which staff practiced the agency's Incident Command System (a standardized on-scene incident management concept designed specifically to allow responders to adopt organizational structure to meet the demands of the incident). The Executive Director again participated in the multi-day Urban Shield activities. Urban Shield is a comprehensive, full-scale regional preparedness exercise assessing the overall Bay Area Region's response capabilities related to multi-discipline planning, policies, procedures, organization, equipment and training. Urban Shield continues to test regional integrated systems for prevention, protection, response and recovery in our high-threat, high-density urban area. The exercise evaluates Eden I&R's existing level of preparedness and capabilities, identifying not only what the agency does well, but also areas in need of improvement. It was an opportunity to network and educate first responders about 2-1-1, as well as how nonprofit agencies work in concert with government departments during emergency situations.

- Eden I&R staff updated the agency's business contingency plan so that the agency is prepared for disaster recovery.

- The entire agency staff participated in the annual statewide Golden Guardian disaster drill. The Executive Director and Deputy Director were stationed at the Emergency Operations Center in Dublin where they relayed the most current and comprehensive information back to the rest of the staff. At the agency's offices, staff practiced incident command operations. 2-1-1 Resource Specialists were presented test calls about issues such as whether the water was safe to drink, open transportation routes, and operational hospitals. At the end of the five-hour drill, the agency did an After Action Report which summarized what went well, and what needs to change to be more efficient.

- Staff provided information about 2-1-1's role in the event of a disaster at a variety of emergency preparedness fairs including: Lawrence Berkeley Labs, City of Livermore, and Kaiser Permanente.

Funding Successes

Thanks to funding support from both the public and private sectors, Eden I&R was able to empower the most vulnerable in Alameda County to become more self-sufficient. 2-1-1 Alameda County received funding from generous individual donors, as well as:

Various Alameda County Depts.
Alameda County Cities
The United Way of the Bay Area
Comerica Bank
Crescent Porter Hale Foundation
Eden Area Foundation.
Eden Township Healthcare District
Firedoll Foundation
First Five/Every Child Counts
Fremont Bank
Hitachi High Technologies
Intuit (Turbo Tax)
Kaiser Permanente
Thomas J. Long Foundation
Office Depot
Pacific Gas & Electric Co.
Philanthropic Ventures Foundation
Safeway Foundation
SanDisk Corporation Fund, An advised fund of the Silicon Valley Community Foundation
San Francisco Community Foundation
Walter & Elise Haas Fund
Wells Fargo Bank
Western Digital Foundation

Eden I&R staff and Board of Directors thank and truly appreciate all of the support we have received from city, county and private sector officials and staff, business leaders, as well as our individual donors. We look forward to our continued partnership efforts next fiscal year.

***"This is the first time I used your service….what a joy…usually when you call places, you get a message that tells you to push this button or that button….no one provides customer service anymore…but [The Resource Specialist] took the time to really listen and help me with what I needed and he went beyond…he knew just what I needed. People like him are rock stars. You are providing such a great service for people that really need it…few people take the time to say thank you, but I want you to know that [The Resource Specialist] is doing a phenomenal job…please tell him that, he needs to hear it from his supervisor… and give him a pat on the back from me. I feel like writing a letter to the mayor to tell him how wonderful you are and what great service you are providing." -m-2-1-1* **Feedback Line Caller**