

City Of Piedmont
Council Agenda Report

DATE: December 3, 2007

FROM: Geoffrey L. Grote, City Administrator

SUBJECT: **Consideration of an Appropriation in the Amount of \$5,000 for the City's Annual Contribution to the Countywide 211 Referral System**

RECOMMENDATION

Based on the funding information provided by Eden I & R, appropriate \$5,000 as Piedmont's pro rata share of countywide 211 services.

BACKGROUND

In June of 2006, as part of the city's annual budget process, the city council considered a request from Eden I&R for a \$5,000 appropriation for implementation of a countywide 211 system. The council approved the expenditure with conditions (see attached minutes of that meeting). As noted in the attached annual report from Barbara Bernstein (page 3), several other cities imposed the same type of restrictions and did not fund the program in FY 06-07. Consequently, no funds were paid by Piedmont in FY 06-07 and the appropriation expired.

For fiscal year 07-08, Piedmont is again requested to contribute \$5,000. Attached is a list of Alameda County agencies and their actual contributions to date. I have also attached an e-mail which Ms. Bernstein sent to Ann Swift, confirming that all cities have agreed to funding in FY 07-08.

The 211 system is primarily a social services hotline although it can be used in some circumstances to provide countywide emergency information (provided that phone services have not been disrupted by the emergency). If council wishes to participate in FY 07-08, a general fund expenditure of \$5,000 will need to be authorized. Council may also wish to clarify whether this is a one-time expenditure, or whether an on-going commitment is being made to sustain the program and funds should be added to the FY 08-09 draft budget. It is my understanding that we will also be requested to commit to funding for 08-09.

211 CITY FUNDS		FY 08	
City Managers	Funding by % of Population	Invoicing	Multi-Year Funding NOTES
Alameda Debra Kurita	\$25,000	2payments @ \$12,500	In middle of 2 year budget cycle; need to re-approve for FY09; PAID first invoice 9/10/07
Albany Beth Pollard	\$5,000	Single	Approved for FY08; PAID invoice 9/12/07
Berkeley Phil Kamlarz	\$35,000	Single	Approved FY08 \$35,000 on 9/11/07 w/ intent to add to next 2 budget cycle next year; invoice sent & payment pending
Dublin Richard Ambrose	\$10,000	Single	Approved for FY08 on 10/16/07 ; City needs to consider renewal each year; invoice sent & payment pending
Emeryville Patrick O'Keefe	\$5,000	Single	\$5,000 approved for FY08 & FY09; PAID invoice 11/9/07
Fremont Fred Diaz	\$70,000	Quarterly @ \$17,500	Approved for FY08 on 9/25/07 ; 2 invoices sent & payment pending
Hayward Greg Jones	\$50,000	Quarterly @ \$7,500	Approved \$30,000 for FY08; PAID first 2 invoices 11/5/07 plus \$20,000 a year from Social Services funding
Livermore Linda Barton	\$25,000	Single	Approved \$25,000 for 2 yrs on 10/8/07 ; invoice sent & payment pending
Newark John Becker	\$15,000	Single	Approved for FY08 Next year begins new 2 year budget cycle PAID Invoice 9/4/07
Oakland Deborah Edgerly	\$140,000	Quarterly @ \$25,000	Approved \$100,000 for FY08 & FY09 on 6/21/07;+ \$40,000 CDBG on a year by year renewal basis; PAID first invoice 9/20/07
Piedmont Geoff Grote	\$5,000	Single	FY08 211 final funding approval moved from 11/19 to 12/3 consent calendar city council meeting
Pleasanton Nelson Fialho	\$20,000	Single	Approval for FY08 funding scheduled for 12/18/07 consent calendar city council meeting
San Leandro John Jermanis	\$25,000	Single	Approved for FY08; PAID invoice 11/1/07
Union City Larry Cheeves	\$25,000	Single	Approved FY08; need to renew each budget year; PAID invoice 11/12/07

REGULAR CALENDAR

The Council considered the following items of regular business:

Telecommunications

Ms. Ollie Arnold, Housing Outreach Coordinator of Eden I&R, requested a \$5,000 contribution from the City in FY 06-07 for implementation of a new countywide 211 system. The 211 system is primarily a social services hotline, although it can be used in some circumstances to provide countywide emergency information. Nearly 55% of the U.S. population has access to 211 hotlines which are financed through a combination of corporate donations, foundation grants and local government contributions. Nine of the 14 Alameda County cities as well as various county departments have committed to funding their fair share allocation. Ms. Arnold responded to a series of questions concerning Eden I&R's operation, call handling capacity and how it received the contract to provide this service to Alameda County.

Public testimony was received from:

George Childs and George Kersh requested that the Council deny the funding request, believing that Piedmont residents would have limited need for the social service hotline service. Mr. Kersh requested that information regarding Eden I&R's overhead costs be provided.

The Council preferred to defer its funding decision pending receipt of more information from Eden I&R's Executive Director Barbara Bernstein regarding the reasoning behind Piedmont's funding percentage allocation, the total cost of the program, the capacity of the service to handle a major disaster and whether other cities are funding the program at the level requested by Eden I&R. However, it was determined that Ms. Bernstein would not be available prior to the deadline for funding commitment. In the end, the Council tentatively supported the funding request in the spirit of partnership and cooperation with other Alameda cities.

Resolution 51-06

RESOLVED, that the City Council authorizes an one-time expenditure of \$5,000 as Piedmont's contribution toward the funding of a 211 Social Services Hotline in Alameda County to Eden I&R, acting as the agency designated by the California Public Utilities Commission as the 211 provider, contingent upon the other 13 Alameda cities also providing their full share of the costs as indicated in Eden I&R's proposal dated April 21, 2006; and

RESOLVED FURTHER, that actual disbursement of Piedmont's \$5,000 contribution shall not be made until the Executive Director of Eden I&R responds, either orally or in writing, to Council questions concerning Eden I&R's operation, call capacity and funding allocation formula; and

RESOLVED FURTHER, that the Council will re-evaluate, based upon the performance of the 211 program, whether the City of Piedmont will continue its participation and funding of this program next year.

Moved by Barbieri, Seconded by Friedman

Ayes: McEnroe, Friedman, Barbieri, Chiang, Keating

Noes: None

Absent: None

(0440)

Funding Successes and Challenges:

The most important lesson learned throughout the past seven years, while attempting to fund 211 equitably, is how exceedingly difficult it is to coordinate the funding of a countywide service among 14 cities and the county. Even though a fair and equitable leveraged funding plan was approved by the City Managers and Mayors two years ago, Eden I&R was still unable to implement the public sector funding plan during FY07 since it is dependent upon ALL of the cities participating at their per capita share amount (NOTE: 10 out of the 14 cities, and several county departments last fiscal year did set aside FY07 funding for 211 but the funds were not released).

Fiscal Year 2008 looks much more promising since the largest city, Oakland, has recently committed to its full per capita share of funding, and the county has committed to multi-year 2-1-1 funding as well.

The private sector continues to be extremely supportive of 211. In fact, it was the private sector that has allowed Eden I&R to launch 211 in "Test Mode" during FY07. For this, and many other reasons, Eden I&R is extremely grateful to the following funders for their past, and hopefully future support: The United Way of the Bay Area; Walter & Elise Haas Fund; Pacific Gas & Electric; Kaiser Permanente; The San Francisco Foundation; AT&T; Community Technology Foundation; First 5/Every Child Counts; KB Home; Safeway; and Eden Township Healthcare District.

Next Steps:

Eden I&R is committed to fully implementing 211 services for all of Alameda County's residents and employees during the first half of Fiscal Year 2008. The Executive Director will continue to meet with the City Manager's Association and the County's representatives to get the participation necessary to fully fund 211. Once this is achieved, additional phone line staff will be hired and trained, and a regional marketing effort will be launched to comprehensively explain and promote 2-1-1 services throughout the Bay Area. When fully operational 211 could be used as a Single Point of Entry for such programs as:

- Earned Income Tax Credit (EITC)
- EveryOne Home projects
- Community Development Block Grants (CDBG) programs
- Specialized public information like Cooling Station locations during heat waves
- Public information related to such potential disasters as earthquakes, fires, pandemics, and terrorist attacks.

Over 65% of the nation's population has access to 211. Eden I&R is dedicated to full implementation of Alameda County's 211 services by the end of Calendar Year 2007 so that the projected 140,000 annual callers can receive prompt, comprehensive, and accurate health, housing and human service information 24/7, and in multiple languages. Eden I&R staff and Board of Directors thank and truly appreciate all of the support and assistance we have received this past year from city, county and private sector officials, staff, and business leaders.

Report compiled July 13, 2007 by Barbara Bernstein, Executive Director

Dear Ann:

Per your request about the approval of 2-1-1 funding from each of the 14 cities:

The only city that I am aware of that still needs to go back to their city council for renewed 2-1-1 funding approval is Dublin. That city council meeting is 10/16 and I was told that there is nothing to worry about. There contribution is \$10,000.

All of the other cities have given me their invoice schedules (11 are single payments, including Piedmont indicating a one payment option; Alameda is two payments; and Oakland and Hayward are quarterly because they pay part of their 2-1-1 allocations via their CDBG grants).

If you need any additional information (like city council approval dates) please do not hesitate to let me know.

Sincerely,

Barbara