

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: April 2008

Noteworthy Updates	
<p>2-1-1 Alameda County got a huge boost to its marketing efforts by partnering in a special grant with the Public Health Department that allowed us to negotiate an enormous billboard at the Oakland Coliseum (at 1/5th the regular price!). It was projected that over 4.4 million people saw the billboard throughout the month of April that boldly proclaimed, "Call 2-1-1 Help Starts Here...Health, Housing Human Services...Get Connected...Get Answers...24/7...A resource for public health emergencies." The 2-1-1 Resource Specialists reported that we received calls from people inquiring about 2-1-1 both for themselves and for others. This month also saw an expansion of our 2-1-1 staff that will assist with phone calls as well as increased marketing efforts throughout the county. This increased capacity assisted the agency in answering our highest 2-1-1 monthly call volume thus far: 4,680 calls!</p> <p>On April 1st a West Oakland building was destroyed by fire and Eden I&R was once again available to assist immediately with housing and housing supportive services referrals. Of the 50 families displaced, and working in partnership with the Red Cross, Eden I&R directly assisted 34 households with over 189 referrals.</p>	

Call Information	
Call Examples	~ A disabled senior with a speech impediment called seeking assistance with making phone calls, transportation, and in-home care in Oakland. She was given 6 referrals.
	~A woman receiving SSI called from Livermore seeking legal assistance and counseling to deal with past-due medical bills. She was given 4 referrals
	~A mentally disabled female college student from San Leandro going through a divorce called seeking shelter. She was given 6 referrals to shelters and transitional housing options. She was also referred to the social services agency for food stamps and financial assistance.
	~A mother and child from Hayward called seeking housing listings and assistance with removing inaccurate information from her credit report. She was given referrals to available housing and 2 consumer counseling agencies
	~A family from Berkeley called to report that the landlord had removed the gas heating unit from their apartment and they had been without heat for months. Referrals were given to tenant's rights and mediation organizations.
	~ A woman from Alameda called to report she had mold in her apartment. She was given referrals to the Public Health Department, tenant's rights organizations, and additional housing referrals.
	~ A single male called seeking information about food pantries and meal programs in the Fremont area. He was given 2 referrals.
Staff Inservice	~ Bananas, Child Care Coordinating Council, and Child Care Links In-Service training.
Training Sessions	~ Alameda County Public Health Department In-Service training

Resource Information And Technology Updates	
Services Database	~ Continued updating Non-Directory database and transitioning to the new Services database system.
	~ Added new reporting features for 2-1-1 Client database system.
	~ Met with Phone Line staff to review new Services database search features and design.
	~ Increased Information Management staffing.
Housing Database	~ 62,358 Total Housing Units Listed.
	~ 587 New Housing Units Added this month.
Technology	~ Updated and expanded phone capacity by installing cabling and phone outlets for 20 new extensions, adding new phones, and purchasing additional software and equipment.
	~ Worked with Sprint to allow Nextel cellphones to be able to dial 2-1-1.
	~ Worked with Children's Hospital to allow 2-1-1 to be dialed from their hospital.

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	~ Attended DreamWeaver training to improve 2-1-1 website updating skills.
	~ Installed new reporting software to get improved 2-1-1 phone statistics.

Outreach/Public Information Activities	
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Meetings	<p>~ The Executive Director continued to strategize with the California Alliance of Information and Referral Services (CAIRS) about the ways in which we hope to get 2-1-1 written into the updated California emergency response plan. Once in the plan, 2-1-1 may be eligible for ongoing disaster-related funding.</p> <p>~ Attended HIV/AIDS Regional Case Managers meeting and presented information about the 2-1-1 program.</p> <p>~ Facilitated a Housing Workshop and 2-1-1 Service Training for SAVE staff and clients.</p> <p>~ Presented 2-1-1 overview and status report at the Alameda County Conference of Mayors meeting.</p> <p>~ Attended Operation Building Bridges, Bay Area Cross Sector Pandemic Functional Exercise representing 2-1-1's role in preparing for and responding to this type of disaster.</p> <p>~ Met with Citizens Housing Corporation to discuss the 2-1-1 program and the assistance available to their tenants through the program.</p> <p>~ The Executive Director attended the City of Hayward's City Council/Human Services work session to answer questions about next year's 2-1-1 funding.</p> <p>~ The Executive Director attended the monthly 2-1-1 Partnership Meeting with regional 2-1-1 Directors in order to discuss: national 2-1-1/I&R data collection standards; shared disaster preparedness response efforts; ongoing, long-term funding strategies; as well as local and statewide 2-1-1 conferences.</p> <p>~ Attended the California Alliance of Information & Referral Centers (CAIRS) Board Retreat. Major emphasis was on securing state and national funding for 2-1-1, and the Fall conference sponsored by the California Public Utilities Commission to promote statewide 2-1-1 access.</p> <p>~ Attended Rental Property Owner briefings with the Oakland Housing Authority (OHA) and Rental Housing Association (RHA) to explain our free listing service and the benefits of 2-1-1.</p> <p>~ Facilitated a Housing Workshop and 2-1-1 Service Training for BOSS clients and staff.</p> <p>~ Attended Everyone Home Data and Evaluation Committee meeting to discuss status of countywide housing database and 2-1-1 program.</p> <p>~ Attended CalWORKS Full Engagement meeting to discuss program and 2-1-1 involvement in client outreach.</p>
Fairs/Events/ and Outreach	<p>~Staff attended the Laney College Health Fair and distributed 2-1-1 information.</p> <p>~Hosted a booth at the Emergency Survival Expo in Livermore to distribute 2-1-1 information and stress the importance of 2-1-1 during and after a disaster.</p> <p>~A billboard promoting 2-1-1 services went up in front of the Oakland Coliseum on April 1st. The billboard will remain in view of commuters on the southbound 880 freeway until April 30th.</p> <p>~Flyers and brochures promoting 2-1-1 were distributed to community based organizations throughout the city of Fremont.</p> <p>~In honor of the 40th anniversary of the Fair Housing Act, Housing Rights, Inc. sponsored an event to recognize Eden I&R for launching Alameda County 2-1-1 .</p> <p>~ Provided customized housing and human service referrals to the displaced residents of the Adeline Fire in Oakland within the Red Cross Shelter and the Red Cross mini local assistance center.</p> <p>~ Volunteer Appreciation Week Annual B-B-Q to recognize volunteer service contributions of over 1,430 hours to Eden I&R, including the 2-1-1 program</p>