

## EDEN I & R, Inc.

### 2-1-1 Alameda County Monthly Narrative Report: December 2008

#### Noteworthy Updates

Happy New Year to all of 2-1-1's supporters. These past six months have been extremely successful for Alameda County's 2-1-1 service. **Over 32,900 calls** were handled by the 2-1-1 Resource Specialists whereby they distributed over **49,700 health, housing and human service referrals**. The call volume represents a **72% increase** over last year's six-month total. This ability to serve so many additional callers is due to the combined efforts of Eden I&R staff, city and county staff, and fellow nonprofit agency staff all working together in getting the word out about the 24/7, live, multilingual communication service.

We have some terrific and awful news to report and they are both the same incident. We are extremely pleased to announce that 2-1-1 has finally been classified by AT&T as a Telecommunications Service Priority (TSP). This means that when there is a disaster and the phone services are interrupted, Eden I&R will be one of the first telephone services back up and running along with hospitals, police and other emergency services. It took the agency years of negotiating with AT&T to achieve this service status based upon the critical services provided by the agency to the community, especially during and after a disaster. Now here's the bad news: While establishing the TSP status to our phone lines, AT&T shut down our phone services for several hours. It could have been a comedy of errors as AT&T employees kept trying to figure out what/who went wrong -- but it was not funny to us. Although we got a letter from AT&T's legal department apologizing for their error(s), Eden I&R plans on making sure that this does not happen to any other 2-1-1 providers in the future. This error caused hundreds of missed calls, some of which could have been emergencies! We will keep you posted on our future actions in this regard.

2-1-1 Service Centers throughout the Bay Area participated in another DTV Conversion event that took place the night of December 17th. Local television stations all aired information about the need for converter boxes so that analog TVs (the ones with rabbit ears) can continue to work past February 2009. 2-1-1 was the telephone number advertised for people to get information about this change. Many of the people calling were elderly people who needed financial and/or technical assistance in order to comply with this change. Since televisions are the primary way that many vulnerable populations receive their information, 2-1-1 providers like Eden I&R decided that it was critical that we assisted in this public education process.

Throughout the month of December the United Way of the Bay Area, one of Eden I&R's financial supporters, ran several Public Service Announcements promoting 2-1-1 throughout the region. This was great free exposure for all 2-1-1 Service Centers but it did create some confusion about who actually manages 2-1-1 locally. It appeared to some that United Way provides all of the 2-1-1 services, which is not accurate. As a Bay Area partnership, several 2-1-1 providers are working with United Way to help eliminate the misunderstanding in the future (e.g., by including the logos of Eden I&R and Contra Costa Crisis Center along with the United Way's logo).

2008 was an amazing year for Eden I&R and the full implementation of 2-1-1 Alameda County. We plan on providing even more critical services throughout 2009 to the growing population of people in need of those resources. We can only accomplish this goal in partnership with our many private and public sector supporters. Together we enter the New Year!

#### Call Information

Call Examples	~ An uninsured Fremont resident with Hepatitis C called seeking medical services. She was referred to a clinic in Fremont where she could receive medical attention at a low cost.
	~ A couple from Emeryville with credit problems called looking for a place to rent. They had been previously unable to find a new home because of their credit. They were referred to properties that work with clients with credit issues and to a credit counseling agency.
	~ A disabled senior from Dublin called for assistance with her utility bill. She was referred to agencies that would be able to assist with payment of her bill.
	~ A single mother from San Leandro called concerned about the black mold in her apartment which the landlord painted over and refused to address. She was given referrals to agencies providing tenant/landlord assistance.
	~ A Berkeley resident called to inquire about volunteer opportunities during the holidays. She was given information on organizations providing services to the needy during the holiday season.
	~ A Newark resident called looking for diapers for her newborn. She was given referrals to a Newark organization providing that service.
	~ An uninsured Oakland resident called seeking assistance with a lost dental filling. He was given referrals to agencies providing low cost dental care in his area.
	~ An adult child of alcoholics called seeking al-anon meeting locations in her area. She was referred to a meeting site in Hayward and to a 24 hour hotline.
Staff Inservice Training Sessions	~ East Bay Community Law Center In-Service Training
	~ Experience Corps Oakland In-Service Training

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<b>Resource Information And Technology Updates</b>	
Services Database	~ Editing and Proofreading the 2009 edition of the Big Blue Book.
	~ Added 11 new agencies in the services database.
	~ The services database contains 937 agencies and 2193 programs.
Housing Database	~ 65,240 Total Housing Units Listed in Database.
	~ 244 new units added to the database.
Technology	~ Obtained phone service designation for 2-1-1 as TSP (Telecommunications Service Priority), which means that AT&T will give 2-1-1 priority in repairing the line, in getting service restarted, in case of an outage, such as a disaster.
	~ Updated 2-1-1 website with report information, Big Blue Book information and statistical data.
	~ Worked intensively over a six hour period with AT&T to get 2-1-1 service restored when AT&T disconnected the agency T1 line.
	~ Installed uninterruptible power supply for new database server and began hosting all databases from the new server. Configured and tested database backups from the new server.
	~ Completed system modifications to provide secure remote access to database by Oakland Housing Collaborative.
	~ Routine maintenance and trouble-shooting of work stations and servers such as the installation of software and Operating system updates, virus and spy ware scans, etc. Setup two new workstation computers, one as a new station and the other to replace an older system that had become unreliable.
	~ Participated in online seminar about the newly released version of FileMaker Pro and FileMaker Server.

<b>Outreach/Public Information Activities</b>	
Meetings	~ Staff attended a monthly meeting of Alameda County VITA site coordinators sponsored by the Earn It, Keep It, Save It Program to discuss the role of 2-1-1 as the referral program.
	~ The Executive Director attended the statewide California Alliance of Information and Referral Services (CAIRS) meeting in Sacramento. The major topic of discussion was the many challenges that have occurred in trying to have 2-1-1 services available to all California residents. The more rural regions are struggling with a lack of financial resources and ongoing social services. The more established 2-1-1 urban centers are strategizing on how to accomplish statewide 2-1-1 coverage in today's economic environment. These efforts will continue throughout 2009.
	~ The Executive Director hosted an agency tour for the new 2-1-1 California Statewide Coordinator, Steve Barrow. Steve will be facilitating the efforts to make sure that 2-1-1 can be accessed anywhere in the state within the next couple of years.
	~ The Executive Director assisted in facilitation of the statewide CAIRS conference, "California I&R: Moving Forward Through Hard Times and Disaster." There was a terrific turnout and Henry Renteria, Director of the Governor's Office of Emergency Services, gave the keynote address.
	~ Several Eden I&R staff met with city of Oakland staff to discuss the ways in which Eden I&R and Oakland Fund for Children and Youth can better complement each other's services. Oakland staff toured the 2-1-1 call center and scheduled 2-1-1 presentations for their grantees.
	~ Eden I&R staff met with the United Way of the Bay Area to discuss Eden I&R's participation in "Bank On Oakland." This is an effort to assist low income people in obtaining checking and savings accounts in local banks. This will help in establishing credit and protecting peoples' assets (e.g., no more fees for services at Check Cashing businesses).
	~ Staff attended Berkeley Host Program staff meeting; presented information about the 2-1-1 program and distributed 2-1-1 cards for Host staff to utilize in their contacts with Berkeley residents.
	~ Staff participated on Supervisor Carson's planning committee to conduct a major community event on January 20 at the Oracle Arena to view the Presidential Inauguration. 2-1-1 is one of numerous resources which will be tabling at the event to disseminate information about community resources.
	~ The Executive Director participated in the monthly Bay Area 2-1-1 Partnership meeting. Primary discussion items included the DTV Conversion public awareness project; Earned Income Tax Credit (EITC) progress thus far; preparation for 2-1-1 Day in 2009; the CAIRS meeting and conference successes and challenges; and how local 2-1-1 providers can assist with statewide 2-1-1 coverage.

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Meetings	~ The Executive Director participated in another session of the Collaborating Agencies Responding to Disasters (CARD) strategic planning retreat. La Piana consultants are facilitating this very comprehensive process that includes CARD's board members and administrative staff. The relationship between CARD and Eden I&R is very integrated so the results of this process will be beneficial to both organizations.
	~The Executive Director participated in the monthly Oakland Housing Coalition's partnership meeting during which we discussed the success of implementing the new Single Point of Entry client database. It was a very long process that involved the partnership and good-will of several organizations and staff members.
	~ Staff meet with the EveryOne Home Research and Evaluation Committee to design the expanded housing database.
	~ Facilitated a Housing Workshop for Davis Street Family Resource Center and promoted 2-1-1 service for access to the housing database.
	~ Attended NorCal VOAD meeting to discuss regional Flu Pandemic preparedness and role of 2-1-1 in response activities.
	~ Attended a Volunteer workshop focused on the recruitment and retention of volunteers 50 and over.
	~ Attended Tri-Valley Housing Scholarship Meeting to review requests for housing assistance.
	~ Participated in Hayward Housing Element Stakeholder meeting to give input about current and new Affordable Housing for the City of Hayward.
	~ Attended Rental Property Owner briefings with Oakland Housing Authority (OHA) and Rental Housing Association (RHA) to explain our free listing service and the benefits of 2-1-1.
	~ The Executive Director and 2-1-1 Manager attended a very important meeting with staff from Fremont's Family Services Center and Aging Services Department. The discussion helped identify the ways in which the 2-1-1 communication system has been assisting Fremont individuals and families, and thereby complementing what the city of Fremont is providing. It also allowed a frank discussion about how 2-1-1 Resource Specialists could better provide services as well. Future inservice trainings and outreach efforts were planned.
	~ The Executive Director went to the Alameda County Office of Emergency Services to participate in the countywide Silver Sentinel disaster drill's After Action meeting. The consultants who are providing written documentation about the exercise wanted to get feedback about their report. 2-1-1 is mentioned in the section about spontaneous volunteer management but was not described in its role as the public communication vehicle through which drill participants were able to provide and receive updated information. This was brought to the attention of the consultants.
	~ The Executive Director and Eden I&R staff met with a representative from Intuit, the provider of Turbo Tax software. This company is interested in providing FREE tax preparation assistance to low income people at a variety of venues throughout the Bay Area. Negotiations are still ongoing.
	~ Two representatives from California Senator Ellen Corbett's office visited Eden I&R and were impressed by the variety of services provided to their constituents. There was agreement that 2-1-1 literature would be distributed at future public events hosted by Senator Corbett.
~The Executive Director met with June Kailes, an Oakland consultant who is reviewing Oakland's Emergency Disaster Plan. She is most concerned about Oakland's most vulnerable populations (e.g., frail elders; the hearing impaired; the blind) being able to access assistance during and after a disaster. Ms. Kailes was given a tour of Eden I&R and she is now aware of the many critical services provided by the agency before, during and after a disaster.	
Fairs/Events/ and Outreach	~ Several Eden I&R staff assisted in the promotion and screening of "Where God Left His Shoes", a fundraising and community awareness event hosted by EveryOne Home. Hundreds of people attended this incredible event that included much networking and terrific publicity for 2-1-1 (e.g., there was a large "ad" for 2-1-1 that scrolled on the movie screen multiple times).
	~ Provided thousands of 2-1-1 materials to holiday food/toy distribution sites for distribution during their holiday dinners, food basket giveaway, and/or toy drive: Alameda Food Bank; Christ Episcopal Church; Allen Temple Baptist Church; Davis Street Family Resource Center; Alameda County Community Food Bank; Tri-Valley Haven Food Pantry; Salvation Army Tri-Cities Corps Community; Faith Lutheran Church; Salvation Army Hayward; and McGee Avenue Baptist Church.
	~ The Fremont Chamber of Commerce's Top of the Week Report, emailed to over 3,200 subscribers, included a 2-1-1 ad for four weeks in December.
	~ The Executive Director was interviewed by The Globe Newspaper Hour and a 13 minute question and answer segment about 2-1-1 can be heard on 88.1 FM and 97.7 FM, and online at www.jazzbeatradio.tv

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Fairs/Events/ and Outreach	~ The Livermore Chamber of Commerce featured Eden I&R as the "Member of the Week" and info about 2-1-1 was included in the description sent to their Monday Morning Blast subscribers.
	~ The Emeryville Chamber of Commerce posted an article about 2-1-1 on their website under "In the News."
	~ Eden I&R continues to be featured on KTVU's News programs and public service announcements related to the new DTV Conversion process. This type of free publicity assists in reminding all television viewers about 2-1-1.
	~ The Executive Director and several Eden I&R staff members attended end-of-the-year Chamber of Commerce events, including the Multi-Cultural event at the Cathedral of Christ in Oakland. These well-attended events allowed us to thank business leaders and elected officials for their prior, and future, 2-1-1 support.