

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: December 2009

Noteworthy Updates

The first six months of FY10 have been extremely successful for 2-1-1 Alameda County. Resource Specialists handled **45,980 calls** and distributed **over 74,196 health, housing and human service referrals**. This call volume represents a **39% increase** over last year's six month total.

In addition the 2-1-1 online services website had a **406% increase** in the number of visitors during the first six months of this fiscal year, over last year, by serving **174,007 visitors** with **1,362,003 hits** of information (July - Dec. 2009).

The services database was updated with information on all the Alameda County sites providing free income tax preparation services for the Earned Income Tax Credit (EITC) program which begins in January. This year, organizations providing free tax assistance to low income families are able to log in to a website and update their site information. The online update automatically generates an e-mail to Eden I&R so that the necessary changes in the database occur and staff are informed. This will greatly improve the referral process for staff and callers during the tax season. 2-1-1 also continues to work with the Bank On Oakland program to provide information on banking services and financial literacy classes for Alameda County residents.

2-1-1 and Eden I&R administrative staff continued to be very involved with the HPRP/Stimulus Funding processes throughout the county. As indicated in this report, 2-1-1 played a vital role in tracking the HPRP centers' information related to eligibility requirements and funding accessibility, as well as acting as the pre-assessment point for potential consumers.

Eden I&R staff also attended the annual California 2-1-1 Summit and the annual California Alliance of Information and Referral Services (CAIRS) conference, both held in San Diego. These events are critical because they serve as a forum within which Alameda County can promote its "best practices" to other 2-1-1 centers throughout the State, as well as learn about what new and improved services are being administered by other 2-1-1 providers. In addition, a lot of attention is focused on disaster preparedness back-up systems locally, regionally, statewide as well as nationally.

Call Information

Call Examples	<p>~ A Hayward resident called seeking information on rent assistance programs for her 62 year old mother disabled due to cancer treatments. She was referred to Operation Dignity, Catholic Charities, Season of Sharing, and ECHO Housing for rent assistance payments. She was also given information on housing authorities with open Section 8 waitlists and the Women's Cancer Resource Center for support services and information.</p>
	<p>~ An Oakland resident called seeking information on court ordered anger management classes she was required to complete before her children would be released into her custody. She was referred to the Triumph Educational Center, Family Paths, Allen Temple Baptist Church, and Occupational Health Services.</p>
	<p>~ A Spanish speaking Newark resident called seeking information on counseling for her teenage son whom she felt was involved in gang activity. She was referred to the Fremont City Youth and Family Services Counseling Program and to Community Counseling and Education Center in Fremont.</p>
	<p>~ A Castro Valley resident called seeking shelter for an emancipated foster youth. He was referred to DreamCatcher Youth Shelter, Covenant House, and YEAH seasonal youth shelter for emergency assistance. He was also referred to Lutheran Social Services, Fred Finch Youth Center, Bay Area Youth Centers, Beyond Emancipation, and First Place for Youth for housing case management.</p>
	<p>~ A Dublin resident called seeking information on DUI offender courses. He was referred to Occupational Health Services and Axis Community Health.</p>
	<p>~ A San Leandro resident called seeking information on support groups for alcoholics. She was referred to Alcoholic Anonymous Hayward Fellowship and St. Rose Hospital group, Lighthouse Community Center, and to Hillside Alliance Church.</p>
	<p>~ A Berkeley family called for information on pet adoption services since the family could no longer afford to care for their dogs and cats. They were referred to the East Bay Humane Society in Berkeley and to the East Bay SPCA.</p>

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<p>Caller Quotes from 2-1-1 Feedback Phonenumber</p>	<p>~ "I'm a domestic violence victim advocate and I work for the Family Violence Law Center in Oakland and the Berkeley Police Department in Berkeley, California. Every time I call 211, I get wonderful help from the people who answer the phones. They're always helpful and very kind. Many of my colleagues use this service."</p> <p>~ "I contacted 211 because I had nowhere else to turn. The person I spoke with was very helpful, gave me resources to check on, and was very compassionate and nice. I really appreciate this service. I've never used this service before, but I'm glad it's there."</p>
<p>Staff Inservice Training Sessions</p>	<p>~ Earned Income Tax Credit/Volunteer Income Tax Assistance Program In-Service Presentation</p>

<h3 style="text-align: center;">Resource Information And Technology Updates</h3>	
<p>Services Database</p>	<p>~ Nine (9) new agencies were added to the services database this month.</p> <p>~ The services database contains 990 agencies and 2480 programs.</p> <p>~ The updating of The 2010 Big Blue Book has been completed and 300 Big Blue Books were printed.</p>
<p>Housing Database</p>	<p>~ The Housing database contains 71,627 total housing units.</p> <p>~ 325 new units were added to the housing database this month.</p> <p>~ Housing Subscriptions (mail, PDF & OHIP) with the inventory of available units in Alameda County were sent to Community Based Organizations in Alameda County and San Francisco County.</p>
<p>Online Services Website</p>	<p>~ Eden I&R's online social service resource directory websites at www.alamedaco.info and www.211alamedacounty.org received 265,898 hits from 22,586 visitors.</p>
<p>Technology</p>	<p>~ Conducted test calls with other 2-1-1 providers to test our ability to transfer calls to other 2-1-1's in case of a disaster.</p> <p>~ Staff completed routine maintenance and updating of databases, call center software, and web site.</p>

<h3 style="text-align: center;">Outreach/Public Information Activities</h3>	
<p>Meetings</p>	<p>~ The Executive Director and the 2-1-1 Programs Manager attended the annual California Alliance of Information and Referral Systems (CAIRS) conference entitled "I&R: Riding the Wave In Turbulent Times" in San Diego as well as the statewide 2-1-1 Summit. 2-1-1 representatives from across the State discussed such issues as: how to provide 2-1-1 to EVERY California residents, especially those living in rural counties; how to best provide disaster-related 2-1-1 back-up services, even to those counties currently without 2-1-1 centers; what new technologies exist that could assist statewide access to both phone and web access to 2-1-1 resources; sharing "best practices" of improving consumer services especially to targeted populations (e.g., military families and the elderly); sharing current experiences with the gathering and distribution of data related to the H1N1 virus and the federal Stimulus Funding/HPRP; exploring the uses of Social Networking systems within a 2-1-1 center; and how to become SEMS/NIMS compliant before a disaster strikes.</p> <p>~ The Executive Director and Staff attended monthly Priority Home Partnership meetings to discuss ongoing changes in the county-wide Homeless Prevention and Re-Housing Program (HPRP). The 2-1-1 phoneline is responsible for HPRP related tasks including: tracking which HPRP centers throughout the county are receiving new referrals; pre-assessing the eligibility requirements of potential HPRP clients; and entering appropriate client information into both the 2-1-1 client database as well as the HMIS system.</p> <p>~ Staff attended the monthly meeting of the Alameda County Volunteer Income Tax Assistance site coordinators in preparation for the upcoming tax season.</p> <p>~ Staff attended the Kaiser Permanente Greater Southern Alameda County Community Benefit Grant Program Orientation meeting focused on their 2010 grant cycle. Kaiser has been an ongoing supporter of the agency's 2-1-1 services.</p> <p>~ Staff attended Alameda County Behavioral Health Cares Services informational meetings regarding an RFP for their CHOICES for Community Living Program.</p> <p>~ Staff attended the EveryOne Home Research and Evaluation Committee meeting to discuss 2-1-1 promotion, feedback and the housing database.</p>

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Meetings	~ Staff attended the Community Living Review Team Meeting convened by Alameda County Behavioral Health Services and EveryOne Home to discuss requirements for Board & Care Facilities and Transitional Housing.
	~ The Housing Outreach Coordinator attended Rental Property Owner briefings facilitated by the Oakland Housing Authority to explain the benefits of listing their rental properties with 2-1-1.
	~ Staff continued to participate in Affordable Housing Week planning activities with the Oakland Housing Authority and East Bay Housing Organizations (EBHO).
	~ As Chairperson, Eden I&R's Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
Fairs/Events/ and Outreach	~ 2-1-1 posters were posted inside all 76 Wheels/Livermore Amador Valley Transit Authority (LAVTA) buses and will be up for one year. This PR effort was achieved through a partnership between LAVTA, DualStar Digital, and Eden I&R.
	~ Staff attended 4 Chamber of Commerce Mixers to promote the 2-1-1 service to members: San Leandro Chamber Multi-Cultural Mixer, Alameda Chamber Holiday Mixer, Castro Valley/San Leandro Chambers Holiday Mixer at the Eden Medical Center, and Oakland Chamber Multi-Cultural Mixer.
	~ 2-1-1 materials were mailed to 29 affordable and senior housing complexes in the Tri-Valley area.
	~ 900 flyers were delivered to the Livermore Chamber of Commerce for placement in their next newsletter.
	~ The Housing Outreach Coordinator facilitated in-service and affordable housing workshops for Health Care for the Homeless in Oakland and the Suitcase Clinic in Berkeley.
	~ 2-1-1 materials were provided to NUMMI for distribution to their employees during their Career Fair in January. This is of particular importance because the plant will be closing within the next few months and thousands of employees will be looking for new employment opportunities.
	~ The Executive Director was invited to update the City of Pleasanton's department heads during one of their meetings. A comprehensive 2-1-1 PowerPoint presentation was delivered, and thousands of 2-1-1 PR materials were distributed to the various Pleasanton departments for dissemination to staff and the community.