

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: December 2010

Noteworthy Updates

During the month of December, 2-1-1 handled 8,637 calls, this activity contributed to a total of 50,593 callers being assisted with 98,779 referrals for the first six months of this fiscal year. In addition the 2-1-1 online services website provided 167,399 visitors with 1,835,687 hits of information during the first six months of this fiscal year.

2-1-1 provided a variety of services this holiday season to assist low income individuals and their families. 2-1-1 handled 1,657 calls requesting information about holiday programs and provided 3,761 referrals. For the City of Berkeley, 2-1-1 registered 278 families and 745 children for their Toys for Tots program.

The Executive Director attended many farewell events for the supporters of Eden I&R and the Alameda County 2-1-1 service. We bid the following professional friends a fond farewell and thank them so very much for their assistance: Board of Supervisors' Gail Steele and Alice Lai-Bitker; Alameda County Social Services Director Yolanda Baldovinos and Alameda County WIB One-Stop Coordinator Brendan Leung.

Statewide, 28 California counties now have active 2-1-1 centers providing service coverage to 92% of the State's population. This covers just under 50% of the counties in California, with Imperial, San Joaquin, and Humboldt counties still pending. 2-1-1 California, as the lead entity, has petitioned the CPUC to allow the current 2-1-1 centers to handle the uncovered counties with a 2-1-1 service in case of disaster.

The biggest disappointment for the 2-1-1 services nationwide this calendar year was that while gaining enough legislative co-sponsors to pass "The Calling for 2-1-1 Act" bill in Congress, we could not get it to the floor for a vote. 2-1-1 continues to be a target of conservative elected officials who believe, incorrectly, that 2-1-1 promotes such things as abortion and birth control. 2-1-1 is a resource to all services!

Call Information

Call Examples

- ~ A mother in San Leandro called to inquire about rental deposit information and transitional shelter programs. The caller was referred to Family Emergency Shelter Coalition, East Oakland Community Project, and Building Opportunities for Self Sufficiency, for transitional shelter programs to assist her and her children. The caller was also referred to ECHO Housing and Operation Dignity for rental deposit assistance.
- ~ A woman in Fremont called to inquire about joining a colon cancer support group and market rate rental housing. The caller was referred to Washington Hospital Healthcare system for support groups. The caller was also given two referrals to market rate housing rentals in the Fremont area.
- ~ A woman in Castro Valley called to inquire about eviction assistance and rental assistance. The caller was referred to Centro Legal de la Raza, Bay Area Legal Aid, and Collective Legal Services for eviction assistance. The caller was referred to ECHO Housing and Operation Dignity for rental assistance.
- ~ A woman in Berkeley called to inquire about food assistance, drug discount programs, and transitional sheltering. The caller was referred to the Berkeley Food Pantry for food assistance. The caller was referred to the Partnership for Prescription Assistance, FamilyWize, and the Ramsell Corporation for low-cost prescription drug assistance. The caller was then referred to Women's Daytime Drop-In Center and Building Opportunities for Self Sufficiency for transitional sheltering.
- ~ A man in Hayward called to inquire about CalFresh and rental payment assistance. The caller was referred to ECHO Housing and Operation Dignity for rental payment assistance. The caller was also pre-screened and found potentially eligible for the CalFresh program. The caller was then referred to the Alameda County Social Services Agency to begin the CalFresh program application process.
- ~ A man in Oakland called to inquire about low cost eye-glass information, blind services and general health care. The caller was referred to Meredith W. Morgan University Eye Center for low cost eye-glass information. The caller was referred to Lions Center for the Blind in Oakland. The caller was also referred to the Alameda County Public Health Department of Family Health Services for general healthcare support.
- ~ A woman in Alameda called to inquire about Cal Works and transitional housing programs. The caller was referred to the Alameda County Social Services Agency, Economic Benefits Department. The caller was also referred to Images on the Rise, Alpha Omega Foundation, and Oakland Elizabeth House for transitional housing information.

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Call Examples	~ A mother in Livermore called to inquire about rental assistance, utility assistance, and emergency food services. The caller was referred to ECHO Housing and Operation Dignity for rental assistance. The caller was also referred to Spectrum Community Services and Salvation Army for utility assistance. For her emergency food needs, the caller was referred to Tri Valley Haven and Tri Valley Church of Christ.
Caller Feedback	~ "[The Resource Specialist] was very helpful...she gave me additional information; she was very pleasant to speak with."
	~ "I received excellent service with the 2-1-1. I received very great service. [the Resource Specialist] really helped me out with a lot of information."
	~ "The [Resource Specialist] I was speaking to was courteous and had patience. She gave me directions and everything I asked for, and, (I) was served excellently."
Staff Inservice Training Sessions	~ Intuit Tax Freedom Project In-Service Presentation
	~ Black Bird Family Therapy In-Service Presentation.
	~ The Alameda County Public Authority for In Home Supportive Services In-Service Presentation.

Resource Information And Technology Updates

Services Database	~ Four (4) new agencies were added in the services database this month.
	~ The services database contains 1,069 agencies and 2,697 programs.
	~ The updating of the 2011 Big Blue Book has been completed and sent to the printer for the 2011 edition.
Housing Database	~ The Housing database contains 74,521 total housing units.
	~ 170 new units were added to the Housing database this month.
	~ 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.
Online Services Website	~ Eden I&R's health and human services data is provided free through the agency's public accessible websites at www.edenir.org , www.211alamedacounty.org , www.alamedaco.info as well as through www.networkofcare.org/aging/resource/find.cfm . This month 470,548 hits were received by 42,575 visitors.
Technology	~ Staff met with representatives from Cbeyond and requested quotes from other telephone service providers to begin evaluating lower cost telephone service options.
	~ Staff met with a representative from T-Mobile and received 3 data cards for testing T-Mobile's mobile broadband service. T-Mobile's service would save approximately \$600 per year, and if after testing the service is found to be as reliable as the agency's current Verizon service, we will change providers.
	~ Staff worked with Alameda County Public Health Department to develop a Medical and Health Resource Directory that will be connected to Eden I&R's health and human services database. It will also allow the Public Health Department to track additional information about disaster resources available in Alameda County.
	~ Staff began researching various options for moving hardware and software off-site and utilizing cloud technologies and services as a way of reducing costs and improving the agency's ability to resume services at alternate locations following a disaster.
	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the CETF and Alameda County Area Agency on Aging (Network of Care) web sites.

Outreach/Public Information Activities

Meetings	~ The 2-1-1 Community Program Manager attended an Earn It! Keep It! Save It! Meeting in conjunction with the United Way as part of the EITC program.
	~ Staff participated in a conference call conducted by 2-1-1 California regarding expanded referral resources for the CETF program.
	~ Staff continued to attend the series of Community Living Review Team Meetings convened by Alameda County Behavioral Health Services and EveryOne Home to discuss requirements for Board & Care Facilities and Transitional Housing.

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Meetings	~ The Housing Outreach Coordinator attended a workshop facilitated by Alameda County Behavioral Health Care focused on youth service providers in Alameda County. Two new subsidized buildings were added to the housing database as a result of the workshop.
	~ The Executive Director attended the monthly 2-1-1 Bay Area Partnership meeting during which there was a special presentation by the Regional Management Donations project which is coordinating a federally sponsored grant covering 12 counties. The Bay Area Partnership is making sure that this project understands the value of using 2-1-1 in the donations management process during and after a disaster.
	~ The Executive Director met with representatives from United Way of the Bay Area to close out the Bank On Oakland contract. 2-1-1 was used to promote and refer people in Oakland to local banks in order to establish personal bank accounts. The Bank On Oakland project helps low-income people save money on such things as check cashing services, and encourages financial savings. During the contract 2-1-1 provided 410 callers with referrals to 815 financial institutions.
	~ The Housing Outreach Coordinator attended the California Volunteers workshop. Topics covered at the workshop included; the Disaster Service Worker Volunteer Program (DSWVP) and Disaster Volunteer Resource Inventory (DVR).
	~ Eden I&R management staff met to discuss the possibility of assisting the City of Oakland should there be violence at the sentencing appeal hearing related to the Mehrlie trial. Thankfully there was no major incidences and therefore no need of our assistance.
	~ As Chairperson, the Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~ The Deputy Director participated in Hayward's Safety Net Initiative that brought together organizations and government departments that work with seniors in order to assess gaps in services and brainstorm about ways in which to fill those gaps.
	~ The 2-1-1 Community Program Manager attended the first Eastern Alameda County Human Services Needs Assessment Steering Committee meeting. At this meeting of the committee the present state of various social service resources in the Dublin, Pleasanton, and Livermore area were reviewed.
	~ Staff meet with the American Lung Association (ALA) to review smoke free housing. To better serve the community (both tenants and property owners), we are working with ALA to inform property owners on how to establish smoke free buildings.
	~ The Executive Director, participated in the quarterly California Alliance of Information and Referrals Service (CAIRS) Board conference call. Highlights included: reviewing the successes and challenges of the California Emerging Technology Fund (CETF) grant whose goal is to reduce the "digital divide" for very low-income people; discussion about the large number of calls not being able to be handling by the larger 211 centers (including Alameda County 211) due to the high demand of the service but limited funding to increase the number of phone line specialists; the need for additional testing arrangements so that more 211 phone line specialists could become Certified Information and Referral Specialists (CIRS); and a discussion of the ways in which the state budget crisis has negatively affected the agencies managing 2-1-1 centers .
~ As a Board Member of CAIRS the Executive Director was appointed to the newly formed 211 California Disaster Preparedness Committee. This Committee had its first statewide conference call this month which concentrated on formalizing its short-term and long-term goals.	
Fairs/Events/ and Outreach	~ Staff attended 8 evening holiday events and other celebrations to promote the 2-1-1 service in the community: Berkeley/Emeryville Chamber Holiday Mixer at Skates on the Bay, Fremont Holiday Mixer at the chamber office, Hayward Chamber Holiday Mixer at Me Restaurant and Lounge, Oakland Area Chambers of Commerce Multi-Cultural Holiday Mixer at the Oracle Arena, Alameda County Commission on the Status of Women's Holiday Celebration at Eden Multiservice Center, Castro Valley/Eden Area Chamber Mixer at Eden Medical Center, East Bay Community Law Center's Open House in Berkeley, and the Oakland Chamber Holiday Mixer at Claremont Resort & Spa.
	~ Eden I&R hosted a booth at the Centerville Presbyterian Church and Taiwanese Community Help Association's Senior Resources Fair in Fremont to inform attendees about the 2-1-1 service.
	~ Staff working in collaboration with the Oakland Housing Authority conducted outreach to Rental Property Owners to inform them of the opportunities with OHA and 2-1-1. Through this outreach, property owners throughout the County are able to list their properties in Eden I&R's housing database.

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Fairs/Events/ and Outreach	~ The Executive Director was given the opportunity of reporting on the progress of 2-1-1 to the Alameda County Board of Supervisors. In addition to listing the many successes of the service (the thousands of people served and the types of referrals distributed), the demographics and needs of the callers, and the new types of services developed this year; there were also praises expressed for those people who were retiring (Board members Gail Steele and Alice Lai-Bitker and SSA Director Yolanda Baldovinos).
	~ The Executive Director, Development/Marketing Officer and the Rover Housing Supervisor all attended (and assisted) at the EveryOne Home event at the Piedmont Theater which featured the documentary film, "The Empress Hotel." The event was very well attended by a broad spectrum of the Alameda County population, and the film was an excellent depiction of the comprehensive issues facing the homeless in the Bay Area.
	~ Staff gave a presentation to the staff and parents of students at the Impact Academy of Arts and Technology about the 2-1-1 service.
	~ 2-1-1 materials were mailed to 22 affordable and senior housing complexes in the Cities of Dublin, Pleasanton, and Livermore.
	~ Staff recorded a segment on Comcast Newsmakers talking about 2-1-1 and informing the public to dial 2-1-1 for free tax preparation assistance through the EarnItKeepItSaveIt program. The 5-minute segment will be aired Bay Area wide throughout the months of January and February.
	~ Agency volunteers were recognized with a holiday luncheon. Currently 8 volunteers are assisting the agency in various departments.