

EDEN I & R, Inc.

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

Noteworthy Updates

During the first month of FY10, 2-1-1 assisted 7,866 callers! This increase in the number of calls handled was accomplished despite the need for reductions in staffing for the 2-1-1 phone lines because of reduced financial support from the county and some cities. Additional people are also relying on Eden I&R's online social service resource directory websites at www.alamedaco.info and www.211alamedacounty.org since this month it received 158,964 hits from 11,889 visitors.

Changes continue to occur in the human services delivery system throughout the county which 2-1-1 is tracking and documenting. During the month of July the social services database added 13 new agencies for a total of 970 agencies and 2,424 programs. Eden I&R's 2009 Big Blue Book: The Directory of Human Services for Alameda County sold out this month, much earlier than in years past. This comprehensive directory is a vital tool used by client advocates in need of health, housing and human service resources. We are now pre-selling the 2010 Directory, at 2009 prices!

Intensive fundraising to prior donors, as well as new potential investors, is taking place to replace the municipal funding lost due to the current economic downturn. Simultaneously, Eden I&R's board of directors will be meeting monthly to monitor the need for further reductions in pay, additional reduced staff hours, and/or lay-offs in order to keep the agency's financial infrastructure sound.

Throughout this period of economic uncertainties, Eden I&R's administrative staff is being transparent with agency staff, our service and funding partners, and the clients we serve about our efforts toward keeping our critical services available to all who need them (e.g., calling shelters each day about bed availabilities; keeping the housing and human services databases current; being available 24/7 for immediate assistance). In addition, we have added a new way for people to provide feedback about 2-1-1 phone services. This additional voicemail system will allow us to receive anonymous information about the ways in which we can further improve the communication system, as well as document the ways in which people are benefitting from the service.

Call Information

Call Examples	~ A Case Manager from St. Mary's Center in Oakland called seeking transitional housing referrals for a 61 year old disabled client. He was given referrals to House of Ruth, Alpha Omega Foundation, and Ariel Outreach Mission.
	~ A San Leandro resident called seeking information on adult day care, in-home care and caregiver support groups for a member of her church caring for a family member with Alzheimer's Disease. She was referred to Center for Elders Independence, Community Adult Day Care Center at St. Peter's, Adult Day Services Network of Alameda County, Alzheimer's Services of the East Bay, Alameda County In-Home Support Services, and 2 caregiver support groups at Eden Medical Center and St. Rose Hospital.
	~ A Hayward resident called looking for information on where to obtain free school supplies for her children and food resources. She was referred to the Salvation Army in Hayward, Hope for the Heart, South Hayward Family Resource Center, and the Alameda County Community Food Bank.
	~ A Livermore resident called seeking information on counseling and support groups for her teenage daughter struggling with alcohol abuse. She was referred to Axis Community Health and an Al-Ateen support group in the Tri-Valley Area.
	~ A Newark couple called seeking information on parenting classes in their area. They were referred to Family Paths, Inc., and Newark Adult School.
	~ A Berkeley resident called seeking information on transitional housing for a woman with a psychiatric disability. She was referred to BOSS Behavioral Health Care Transitional Housing program, Berkeley Food and Housing Transitional Housing for Women with Psychiatric Disabilities program and the Alameda County ACCESS line for additional referrals.
	~ A Dublin resident called seeking information on food resources. She was referred to the Children's Emergency Council, Tri-Valley Haven and the Alameda County Community Food Bank.
	Staff Inservice Training Sessions
~ Bay Area Community Services In-Service Training	
~ AXIS Community Health In-Service Training	
~ Alameda County Public Health Clearinghouse In-Service Presentation	

EDEN I & R, Inc.

Resource Information And Technology Updates	
Services Database	~ Thirteen (13) new agencies were added to the services database this month.
	~ The Services database contains 970 agencies and 2,424 programs.
	~ The process of updating the 2010 Big Blue Book continues, with 652 agencies in the directory, 119 have been updated.
Housing Database	~ The Housing database contains 69,571 Total Housing Units.
	~ 6,995 new units were added this month.
Technology	~ Staff completed migration of housing database and made new version live for phone lines and housing staff.
	~ Staff continued to work with HMIS staff and consultants to identify the compatibilities between that system and Eden I&R's Client Database and to begin laying the ground work for 2-1-1 to act as a single point of entry for the Homeless Prevention and Rapid Re-housing Program.
	~ Staff continued working with EveryOne Home to provide remote access to the Housing Database and the ability for stakeholders to review Restricted Housing records and edit funding information for those records.
	~ Staff completed 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.
	~ A computerized time card system was set up to better track hours worked by phone line staff.
	~ A voicemail box was created to collect caller feedback on the 2-1-1 line.

Outreach/Public Information Activities	
Meetings	~ Staff attended a meeting convened by the Walter and Elise Haas Fund which discussed various on-line enrollment and client referral tools for public benefit programs such as Food Stamps, MediCal and Cal WORKS under development in SF and Alameda counties and the potential assistance 2-1-1 could provide to these endeavors.
	~ Staff participated in the video taping of an ICS (Incident Command System) training session by CARD (Collaborating Agencies Responding to Disasters) as part of the development of their Emergency Preparedness training tools for community based agencies.
	~ The Deputy Director, as a member of the FEMA Emergency Shelter Local Board distributing emergency food and shelter funds to Alameda County, attended a meeting to review grantee agency site visit reports for Phase 27 and establish the Phase 28 funding process.
	~ The Executive Director and a variety of other staff members have been meeting with EveryOne Home in order to most efficiently and effectively use 2-1-1 as a major point of entry for the proposed housing assistance centers throughout the county.
	~ MOUs were signed this month with a variety of direct service providers in order to more formally solidify the complementary services being provided by these agencies and Eden I&R. Some of the agencies included: East Bay Community Law Center, ECHO, Centro Legal de La Raza, Center for Independent Living and Oakland Head Start Program.
	~ The Executive Director reached out to all of the cities that had not committed funding for FY2010 as yet (10 cities have reinvested for FY2010). By the end of the month, three cities were still not committed, while one city was in the process of trying to locate alternative funding sources.
	~ The Executive Director had numerous meetings with partners of the Oakland Fair Housing Collaborative in order to maintain and enhance services for very low-income Oakland residents.
	~ The Executive Director attended the monthly 2-1-1 Partnership meeting that included 2-1-1 service providers from San Francisco up to Sonoma, out to Contra Costa, and down to Santa Clara. The partners concentrated this month's discussion on the national and statewide legislative processes that will bring much-needed leveraged funding to the local level. To bolster that process, the partners agreed to sign a statewide MOU that supports the creation and support of "211 California," a new 501c3 entity that would act on the behalf of the local 2-1-1 centers when negotiating with Sacramento and Washington, D.C.

EDEN I & R, Inc.

<p>Fairs/Events/ and Outreach</p>	<p>~ Staff hosted booths at five events to inform the community about 2-1-1: San Leandro Senior Center's Mobility and Transit Fair; Union City's 50th Anniversary Celebration Gathering in the Park; La Clinica de La Raza's 12th Annual Health Fair; National Coalition of 100 Black Women's Sistahs Getting Real About HIV/AIDS Seminar and Resource Fair; and ACTIA/PAPCO's Mobility Workshop and Resource Fair.</p>
	<p>~ 2-1-1 materials were made available at the Alameda County Fair, Heald College's New Student Orientation, and the Grand Avenue Health Fair in Oakland; a 2-1-1 magnet was inserted into goodie bags distributed during Eden Medical Center's Run to the Lake event; and a 2-1-1 magnet was placed on each chair at the San Leandro Chamber's Membership Luncheon.</p>
	<p>~ Staff attended various meetings/mixers to share with attendees information about 2-1-1 and to distribute materials: San Leandro's Senior Moment Meeting, Oakland Magazine's Launch Party, Alameda Chamber's After Hours Mixer, San Leandro Chamber's Coffee Connection, and Oakland Chamber's Breakfast at the Chamber.</p>
	<p>~ Supervisor Scott Haggerty included a logo and information about 2-1-1 in his July 2009 Newsletter.</p>
	<p>~ Thousands of 2-1-1 materials were given to the Oakland Unified School District for distribution during their student enrollment period as well as inserts into backpacks.</p>
	<p>~The Alameda County Area Agency on Aging included a full page 2-1-1 ad in their July/August/September 2009 Senior Update newsletter.</p>