

EDEN I & R, Inc.

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

Noteworthy Updates

Eden I&R is beginning its fourth year of providing 2-1-1 services to Alameda County. In the first month of the new fiscal year, July 2010, over 7,700 calls were handled by 2-1-1 Resource Specialists and over 15,600 health, housing and human service referrals were distributed. Of the unduplicated callers, 80% were females, 37% were single headed households with minor children, and 34% were disabled. Additional people are also relying on Eden I&R's online health and human services resource directory since during this month it received 273,787 hits from 22,681 visitors.

The agency analyzed the successes and challenges 2-1-1 encountered in the last fiscal year and was proud to have reported handling over 93,100 calls in FY10. For FY11, 2-1-1 expects to handle well over 100,000 calls. A significant challenge for 2-1-1 last fiscal year was the impact of the state, county and municipalities' budget reductions and that financial situation continues into FY11. As a result the Eden I&R Board of Directors remains fiscally conservative by sustaining pay reductions and shortened work hours for administrative staff that were enacted last fiscal year.

Throughout FY11, Eden I&R's Board and staff will continue to pursue new fiscal strategies to increase the agency's public/private leveraged funding base during these very difficult economic times. In addition to the contracts for FY11 already negotiated with the county and the cities, the agency is looking for new partnerships and ways to promote services to those most in need throughout Alameda County. For example, a new contract for 2-1-1 Alameda County is with the recently formed 2-1-1 California to partner with other 2-1-1's in a statewide grant from the California Emerging Technology Fund (CETF) related to increasing access to technology by low income populations. The project would involve 2-1-1 Resource Specialists asking low income callers about their access to the internet and assisting them in getting affordable internet services if needed (e.g., for employment or housing seeking purposes).

Call Information

Call Examples	~ A homeless domestic violence victim from Oakland called seeking information on emergency shelters. She was referred to Tri-Valley Haven, A Safe Place, and Alameda County Family Justice Center. She was also referred to several deposit assistance programs to help her transition into a new safe home.
	~ A father of two from Berkeley called seeking information on rental assistance for himself, his pregnant wife, and his two children. He was also recently laid off and searching for employment information. He was referred to ECHO Housing, Operation Dignity, and was screened for the AC Hire and Food Stamp programs.
	~ A female resident from Castro Valley inquired about utility assistance as well as tenant's rights information. The resident's utilities were cut off and she was concerned she would be evicted. She was referred to Spectrum Community Services, ECHO Housing, Bay Area Legal Aid, and East Bay Community Law Center.
	~ A single mother of three from Union City called seeking information on credit counseling and housing. She was specifically concerned about locating housing that would work with her previous eviction. She was referred to Consumer Credit Counseling Service of the East Bay and numerous market rental housing units.
	~ An elderly male resident of Hayward called seeking assistance with a sudden housing crisis. He also suffered from a mental disability and had heard that Season of Sharing may be able to assist him. He was given complete contact and eligibility information for Season of Sharing and other rental assistance programs.
	~ A female resident of Pleasanton requested rental assistance and dental health services for herself and her two children. She was referred to several resources including St. Rose Hospital Pediatric Dental Clinic, and Alameda County Public Health Clearinghouse. She was also screened for eligibility for the HPRP program to assist with her housing issues and was referred to the East County Housing Resource Center.
	~ A female resident of Alameda called seeking assistance on subsidized rental housing and health care information. She sought information for herself as well as her four children. She was referred to Alameda County Public Health Clearinghouse to find information on health insurance programs her family might be eligible for and also received information on several housing options.

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Caller Feedback	~ "I called 2-1-1 for the first time today and the person I spoke with was very warm, professional and incredibly responsive. I was very impressed with this service."
	~ "I received excellent customer service and communication from 2 different people when I called 2-1-1 looking for assistance with health and legal issues and I would just like to recognize your hard work. Thank you."
Staff Inservice Training Sessions	~ Season of Sharing In-Service Presentation
	~ Women's Daytime Drop-In Center 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 1,059 agencies and 2,661 programs.
	~ The process of updating the 647 "Directory" agencies for the Big Blue Book has begun and agencies have been requested by mail, fax and email to update their program information for our database.
Housing Database	~ The Housing database contains 74,111 total housing units.
	~ 363 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 273,787 hits were received by 22,681 visitors.
Technology	~ Completed agency-wide upgrade of computer systems to the Windows 7 operating system, FileMaker 11 database software, and Microsoft Office 2007.
	~ Maintained, modified and updated agency website to communicate current 2-1-1 information.
	~ Provided information to 2-1-1 California regarding Eden I&R's 2-1-1 phone system and data collection technology.
	~ Programming was added to the client database system for conducting surveys in accordance with the California Emerging Technology Fund (CETF).

Outreach/Public Information Activities

Meetings	~ Three Eden I & R staff members attended a Northern California regional meeting for the California Emerging Technology Fund. Staff was trained on how to assist clients with the digital divide resources. 2-1-1 staff from several other counties were also in attendance.
	~ Staff worked in collaboration with the American Red Cross to develop a curriculum for Rental Property Owners to prepare for disaster related scenarios.
	~ The 2-1-1 Community Programs Manager attended an informational orientation at the Fremont Family Resource Center. He was given a tour and description of the center's 27 organizations. Besides receiving information to give to the 2-1-1 Resource Specialists, he was able to leave 2-1-1 informational fliers for staff and clients of the center.
	~ Staff met with the Alameda County Housing Authority to discuss the needs of 2-1-1 callers for housing and services and how to best collaborate with Housing Authority Staff.
	~ The Executive Director gave two presentations to the Office of Emergency Services and Sheriff staff related to the Spontaneous Volunteer database that Eden I&R developed and maintains. The database's primary function is to match volunteers during and after a disaster with Community Based Organizations and government departments in need of volunteers. The Sheriff's department is possibly interested in customizing this database to use during the Urban Shield disaster drill this Fall as well as using the database in the long-term to track potential volunteers prior to a disaster.
	~ The Executive Director and staff met with numerous government and private sector funders to negotiate FY2011 funding and contracts that best meet the current needs of 2-1-1 callers and their advocates.
	~ 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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<p align="center">Meetings</p>	<p>~ The Executive Director participated in the monthly 2-1-1 Bay Area Partnership meeting during which there was a presentation by the San Francisco CARD Executive Director about Coordinated Assistance Network (CAN). CAN is a shared database system that collects data during a disaster related to people in need. This system is used by The Red Cross and Catholic Charities during disasters and they are requesting that 2-1-1 centers put their health, housing and human services data on this system. Further discussions and negotiations are in progress.</p> <p>~ The Executive Director and staff met with representatives from the California Alliance of Information and Referral Services (CAIRS) and the newly formed 2-1-1 California to finalize the statewide grant from CETF related to decreasing the digital divide.</p> <p>~ The Executive Director participated in the quarterly CAIRS statewide Board meeting via conference call. Most discussion items related to potential statewide grants like the CETF grant.</p> <p>~ The Executive Director participated in a consultant-driven interview to assist the 2-1-1 center in Sonoma County with their Business Plan. Eden I&R is one of the most established, and highest call volume, 2-1-1 centers in California and as such we are willing and able to share our successes and challenges with other 2-1-1 organizations statewide and nationally.</p>
<p align="center">Fairs/Events/ and Outreach</p>	<p>~ Staff hosted a booth at 5 events to inform and remind the public about the 2-1-1 service: United Seniors of Oakland and Alameda County's 7th Annual Healthy Living Festival, La Clinica de La Raza's 13th Annual Health Fair, Alameda County's 9th Annual Healthy Aging Fair, American with Disabilities Act's 20th Anniversary Festival, and ACTIA and PAPCO's 7th Annual Senior and Disabled Mobility Workshop and Resource Fair.</p> <p>~ 2-1-1 magnets and flyers were included in the Oakland Police Officer Appreciation Reception gift bags and were made available at Christ Community Church's 1st Annual Summer Carnival.</p> <p>~ 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.</p> <p>~ Staff attended the Hayward Chamber Mixer to outreach to the business community about the 2-1-1 service.</p> <p>~ Staff attended the Oakland Chamber's Nonprofit Roundtable and the Castro Valley/Eden Area Chamber's NuAlerts information session to learn about the different social media tools and how Eden I&R can incorporate those tools in its future outreach efforts.</p> <p>~ The Executive Director met with, and lead a tour of the 2-1-1 Call Center for, Nanette Dillard, Executive Director, of the Associated Community Action Program.</p> <p>~ The Housing Outreach Coordinator attended Rental Property Owner Briefings facilitated by the Rental Housing Organization (RHO) to outreach to property owners in Southern Alameda County and inform them of opportunities to list their properties with 2-1-1.</p> <p>~ Eden I&R staff bid a sad farewell to Silvana Hackett, the 2-1-1 & Community Programs Manager for the past two years. Silvana will be missed for her outstanding management of the 2-1-1 phone lines as well as her intelligence, warmth, team-work spirit, and overall dedication to serving those most vulnerable in our community.</p> <p>~ Eden I&R welcomed Seth Siegel as the new 2-1-1 & Community Programs Manager. Seth brings with him a diverse background of community service ranging from post Katrina work in New Orleans to Peace Corps service in West Africa as well as Disaster Mental Health assistance with the American Red Cross.</p> <p>~ The Executive Director represented the agency at the ADA celebration in downtown Oakland where scores of people, representing numerous organizations serving the disabled, applauded the many achievements that were a direct result of the ADA legislation.</p> <p>~ Staff gave a presentation and led a tour of the 2-1-1 Call Center to a group of California State University of the East Bay nursing students.</p>