

## EDEN I & R, Inc.

### 2-1-1 Alameda County Monthly Narrative Report: July 2011

#### Noteworthy Updates

Eden I&R is beginning its fifth year of providing 2-1-1 services to Alameda County. In the first month of the new fiscal year, July 2010, over 9,850 calls were handled by 2-1-1 Resource Specialists and over 18,054 health, housing and human service referrals were distributed. Of the unduplicated callers, 79% were females, 37% were single headed households with minor children, and 38% 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 757,099 hits from 39,858 visitors.

2-1-1, working with the Alameda County Social Services Agency, began a new service assisting selected In Home Supportive Services (IHSS) staff, whose health insurance coverage is changing, by providing them with information about available health insurance programs.

Much of July was spent reviewing the successes (i.e., surpassing 106,000 calls handled) and challenges (i.e., no passage of "The Calling for 2-1-1 Act") of Fiscal Year 2011 and simultaneously beginning a new Fiscal Year with fewer resources. Not only have government funding and services been declining, but due to increased competition, so has private sector resources. We are gearing up for a very busy and productive year on yet another "bare bones" budget.

#### Call Information

Call Examples	~ A single mother in Alameda called to inquire about rental assistance for herself and her children. The caller was referred to Alameda County Social Services Agency Season of Sharing, and Operation Dignity for rental payment assistance.
	~ A woman in Berkeley called to inquire about utility bill payment assistance. The caller was referred to Salvation Army - Berkeley Services Center, City of Berkeley Housing and Community Services Department, and Spectrum Community Services for utility bill payment assistance.
	~ A man in Castro Valley called to inquire about mental health halfway houses. The caller was referred to Bay Area Community Services and Phatt Chance Community Services for mental health transitional housing.
	~ A woman in San Lorenzo called to inquire about emergency food. The caller was referred to Davis Street Family Resource Center and South Hayward Parish for emergency food.
	~ A woman in Hayward called to inquire about dental care. The caller was referred to Chabot College - Dental Hygiene Clinic, West Oakland Health Council, St. Rose Hospital, and LifeLong Medical Care for dental care.
	~ A man in Livermore called to inquire about residential alcohol treatment facilities. The caller was referred to TLC Residential, Horizon Services' Cronin House and Cherry Hill Detox.
	~ A woman in Oakland called to inquire about clothing and school supplies. The caller was referred to Society of St. Vincent De Paul of Alameda County, Telegraph Community Center, and Salvation Army for clothing donation information. The caller was referred to City Team Ministries for free school supplies.
	~ A woman in San Leandro called to inquire about emergency shelter for her and her children. The caller was referred to Berkeley Food and Housing Project, 24 Hour Oakland Parent Teacher Children Center, Family Emergency Shelter Coalition, Building Futures with Women and Children, Shepherd's Gate, and Tri-Valley Haven for emergency shelter.
Caller Feedback	~ "I just spoke to one of your [Resource Specialists]. She was so helpful and caring and concerned. I just can't say enough about how she handled my situation. She had a great disposition and I'd like to tell her how much she is truly appreciated."
	~ "[The Resource Specialist] tried so hard to help me with my dilemma. I just want to tell you that you are so lucky to have her on your staff. [The Resource Specialist was] a really wonderful and caring person and she once again went out of her way to help me with my situation...Thank you again for all your help."
	~ "I just want to thank you so much for all of the assistance I have received from 2-1-1...definitely good customer service and [2-1-1] is wonderful, wonderful, I mean, wow! All week [2-1-1] has been on point every single time and polite...Thank you very much 2-1-1."
Staff Inservice Training Sessions	~ St. Vincent de Paul of Alameda County - in service presentation
	~ Family Violence Law Center - in service presentation
	~ Self Help for the Elderly - in service presentation

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<b>Resource Information And Technology Updates</b>	
Services Database	~ Five (5) new agencies were added in the services database this month.
	~ The services database contains 1,097 agencies and 2,822 programs.
	~ The process of updating the 643 "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. So far information has been updated for 273 agencies.
Housing Database	~ The Housing database contains 74,614 total housing units.
	~ 90 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 <a href="http://www.edenir.org">www.edenir.org</a> , <a href="http://www.211alamedacounty.org">www.211alamedacounty.org</a> , <a href="http://www.alamedaco.info">www.alamedaco.info</a> as well as through <a href="http://www.networkofcare.org/aging/resource/find.cfm">www.networkofcare.org/aging/resource/find.cfm</a> . This month 757,099 hits were received by 39,858 visitors.
Technology	~ Staff participated in two webinars related to the 2-1-1 CA state-wide telephony discussions. Recommendations for Eden I&R's participation in this program were made and it was decided the agency would not participate as an initial participant. We will assess the successes and challenges of other 2-1-1 Call Centers as they move onto a Cloud-based phone system.
	~ Eden I&R staff continued to work with staff at Bonita House, Alameda County Behavioral Health Care Services and The Support Group on the CHOICES housing project. Staff from Bonita House visited Eden I&R for training in use of the management component of the Housing database. Bonita House staff will begin reviewing information in the database and passing additional information on to Eden I&R for addition to the database in August.
	~ 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.
	~ Migration of the agency's e-mail system to Microsoft Online Services was postponed until late August due to staff availability. Some additional review of Microsoft's Online Services by non-IT staff was performed.

<b>Outreach/Public Information Activities</b>	
Meetings	~ The 2-1-1 Community Program Manager and Deputy Director participated in the 2011 Call Center Season Debriefing meeting with Earn It! Keep It! Save It! (EKS) program staff and other Bay Area 2-1-1 Call Centers. Strengths and challenges encountered during the EKS program last year were identified and discussed and strategies for the FY12 tax season were developed.
	~ The Executive Director met with a representative from the Alameda County Public Health department regarding the production of a video related to the many ways in which 2-1-1 can assist Public Health Department staff as well as their clients.
	~ The Deputy Director attended the EveryOne Home Community Meeting which discussed the 2011 Alameda County Homeless Count and Survey Report Key Findings and Implications; and reviewed Measuring Progress and Achieving Outcomes of the 2010 Progress Report on Ending Homelessness in Alameda County.
	~ The Executive Director met with numerous current funders to maintain funding levels and discuss the possibility of increased resources for new projects and services.
	~ The Executive Director and the Housing Outreach Coordinator attended the Promoting a Culture of Preparedness and Response through Inter-organizational Relationships during which an update about 2-1-1 was given to all in attendance by the Executive Director.
	~ The Executive Director met with Collaborating Agencies Responding to Disasters (CARD) staff to discuss additional ways in which our agencies could partner on projects and publicity.

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Meetings	~ The Executive Director participated in Oakland's Office of Emergency Service's disaster planning sessions. 2-1-1 is becoming an integral part of the volunteer and donation management aspect of disaster response in addition to its regular role of providing ongoing and updated public information related to disaster response and recovery efforts (and thus diverting calls from 911).
	~ The Executive Director participated in the monthly 2-1-1 Bay Area Partnership meeting during which we were told that the 2-1-1 Wine Country center had to lay-off their director due to limited financial resources. In addition to discussions about financial cutbacks, participants discussed statewide movement toward standardized phone and database systems.
	~ Staff participated in the Alameda County VOAD meeting which created an Executive Committee and scheduled regular meetings. The first General meeting is scheduled for September 2011.
	~ Staff gave a presentation to the staff at Family Emergency Services Coalition (FESCO) about the 2-1-1 service and it's housing database.
Fairs/Events/ and Outreach	~ The 2-1-1 NUMMI Resource Specialist gave a presentation about 2-1-1 to former NUMMI employees at Chabot College's Project Renew. The presentation included information on how 2-1-1 can assist former NUMMI employees connect with essential health and human service agencies and programs.
	~ 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 to increase their awareness of community resources.
	~ The Housing Outreach Coordinator 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.
	~ Staff facilitated a workshop at the Hayward Public Library for the general public about 2-1-1 and the different types of housing available in Alameda County.
	~ Staff hosted a booth at 2 events to inform and remind the public about the 2-1-1 service and distribute 2-1-1 materials: the 8th Annual Healthy Living Festival in Oakland and the Healthy Resource Fair at the Housing Authority of Alameda County.
	~ The Housing Outreach Coordinator, working in collaboration with the Rental Housing Association of Northern Alameda County (RHANAC), outreached to property owners and informed them of opportunities to list their properties with 2-1-1.