

EDEN I & R, Inc.

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

Noteworthy Updates

2-1-1 Resource Specialists handled 8,481 calls during the month of November and distributed 15,829 health, housing and human service referrals. Of the unduplicated callers, 82% were female, 39% were single headed households with children, and 34% were disabled. In addition, people are also relying on the 2-1-1 online health and human services website resource directory. During the month of November the online directory received 294,240 hits from 35,020 visitors.

With the start of the holiday season, 2-1-1 is being used as the central phone number for holiday-related resources such as food baskets, holiday meals and toy/gift programs. Our services database has been updated to include local holiday activities throughout the county. Thousands of 2-1-1 outreach materials were also included in holiday baskets. In addition, the City of Berkeley is using 2-1-1 to register their residents for their Toys for Tots program.

Eden I&R signed an MOU with the Volunteer Center of the East Bay whereby 2-1-1 is the lead in managing Spontaneous Volunteers while the Volunteer Center continues to manage regular volunteer referrals. Both agencies agreed to keep each other informed of all referral needs and volunteer opportunities during disasters.

The Executive Director was asked to be a panelist at the 2010 Red Cross BACSP/ Meta Leadership conference. The focus of the panel was to discuss the public/private partnership aspects of what each sector brings to a disaster, and what each sector needs during a disaster. Eden I&R represented the non-profit sector which brings numerous services to people during a disaster but primarily needs additional funding to achieve these goals. Other information distributed included recommendations for nonprofits on how best to prepare for being an asset during a disaster. Examples included: participate in annual disaster drills; have an updated Disaster Plan and Business Contingency Plan in place at all times; have formal MOUs in place; develop partnerships with the Media, first-responders, and fellow nonprofit agencies.

The staff and Board of Eden I&R want to wish each of you a very healthy, safe and happy holiday season and New Year.

Call Information

Call Examples	<p>~ In Berkeley, a single mother with two children called to inquire about food aid. She was pre-screened for CalFresh eligibility, referred to the Eden I&R CalFresh Rover for assistance completing a CalFresh application and referred to the Berkeley Food Pantry for immediate food assistance. Later in the month, she called again for information on Thanksgiving baskets and holiday gifts. She was referred to Word Assembly Baptist Church and Alameda County Community Food Bank for Thanksgiving baskets. She was also referred to Mount Zion Missionary Baptist Church and City Team Ministries for holiday gifts for her children.</p>
	<p>~ In San Leandro a homeless woman called to inquire about rental deposit assistance and market rate housing in the San Leandro area. The caller was given market rate listings for two units in San Leandro. For rental deposit assistance, the caller was referred to ECHO Housing and Operation Dignity.</p>
	<p>~ In Oakland a homeless man called to inquire about assistance to acquire low cost dentures, primary health care, and emergency shelter information. The caller was referred to the Native American Health Center and LifeLong Medical Care for dentures. The caller was also referred to Alameda County Healthcare Services- Eastmont Wellness Center for primary care. The caller was referred to the Berkeley Food and Housing Project, Bay Area Rescue Mission, and Anka Behavioral Health Services for emergency shelter information.</p>
	<p>~ In Livermore a woman called for child care subsidies and therapy support services for her child. The caller was referred to BANANAS and Child Care Links for child care assistance. The caller was then referred to School of Imagination for child therapy.</p>
	<p>~ In Hayward a woman called to inquire about food and medical referrals for herself and her daughter. The caller was screened for CalFresh eligibility and referred to Eden I&R's CalFresh Rover for assistance with completing an application. The caller was referred to New Life Christian Church, Hope for the Heart, La Familia Counseling Service, and Alameda County Community Food Bank for emergency food and food pantry assistance. The caller was then referred to the Tri-City Health Center for medical care.</p>
	<p>~ In Alameda a woman called to inquire about transitional housing for herself and two children. The caller was referred to Oakland Elizabeth House, East Oakland Community Project, Women's Daytime Drop-In Center, Building Opportunities for Self-Sufficiency, and Family Emergency Shelter Coalition for transitional housing.</p>

EDEN I & R, Inc.

Call Examples	~ In Dublin a man called to inquire about food aid and General Assistance. The man was referred to the CalFresh program as well as Tri-Valley Haven and Tri-Valley Church of Christ for emergency food. The caller was also referred to the Alameda County Social Services Agency Economic Benefits Department for assistance with signing up for General Assistance.
Caller Feedback	~ "[The Resource Specialist] really helped me with all of the resources. I live in Fremont...Thank you very much for your time."
	~ "[The Resource Specialist] really helped me today...she took her time and explained things to me. [The Resource Specialist was] very helpful and very good, and let me know how to get what I need. "
	~ "[The Resource Specialist] took her time and explained things to me...I appreciated [the Resource Specialist], she was very good, very helpful and took her time to get the numbers I needed."
Staff Inservice Training Sessions	~ BANANAS conducted an in-service presentation for Resource Specialists.
	~ Resource Specialists received an in-service presentation regarding the CETF and CalFresh programs.
	~ Resource Specialists were trained on the Incident Command System by Eden I&R staff.

Resource Information And Technology Updates

Services Database	~ Three (3) new agencies were added in the services database this month.
	~ The services database contains 1,063 agencies and 2,678 programs.
	~ The information on the 640 agencies in the 2011 Big Blue Book were proof read in preparation for the printing of the book in December.
Housing Database	~ The Housing database contains 74,506 total housing units.
	~ 353 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 294,240 hits were received by 35,020 visitors.
Technology	~ Staff began system modifications to the Client and Services databases for the EITC and Intuit Turbo Tax programs that will begin in January 2011.
	~ Staff met with representatives from T-Mobile and Altigen to review options for switching the agency's current phone system to a voice over IP (VOIP) system.
	~ Staff continued disaster recovery preparations by researching emergency communication options such as satellite phones systems, meeting with satellite telephone providers, and setting up a backup database server.
	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the CETF (Community Emerging Technology Fund) and Alameda County Area Agency on Aging (Network of Care) web sites.

Outreach/Public Information Activities

Meetings	~ Staff attended an Alameda County VITA Site Coordinators meeting in Hayward to discuss 2-1-1's role in providing referrals to these sites as part of the Earned Income Tax Credit program (EITC).
	~ The Executive Director met with Nola Brantley, the Executive Director of MISSEY, the organization that assists sexually exploited children. Originally the two organizations were going to partner with Craigslist, but then that company decided to shut down its adult site that allowed the services of exploited woman and children to be advertised. In the future, MISSEY and Eden I&R/2-1-1 will continue to cross-refer clients when appropriate.
	~ 2-1-1 Community Programs Manager met with the principal and other staff at Impact Academy of Arts and Technology High School in Hayward to discuss 2-1-1 services and outreach to parents and students.

EDEN I & R, Inc.

Meetings	~ Staff attended the HPRP provider's retreat in Fremont to mark the first anniversary of the program. At this meeting, the past year's service performance was reviewed and plans for the next year's program were developed. Eden I&R staff met with each Housing Resource Center to improve collaboration of service delivery.
	~ The Executive Director presented a 2-1-1 update report to the San Leandro City Council.
	~ 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.
	~ The Executive Director and the Housing Outreach Coordinator attended the City of Oakland's Office of Emergency Services disaster planning meeting. This afforded Eden I&R the opportunity to remind Oakland Department Heads and first responders about the role that 2-1-1 plays before, during and after a disaster.
	~ The Executive Director attended the monthly 2-1-1 Bay Area Partnership meeting. All partners were in attendance covering the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, Silicon Valley, Solano, and Sonoma. An announcement was made that the San Mateo 2-1-1 service, managed by the United Way of the Bay Area, is now operating in "test mode" and will be publicly announced on 2/11/11.
	~ Staff worked with the Berkeley Police Department to establish procedures for 2-1-1 to conduct Toys for Tots pre-registration for residents of Berkeley for toys to be distributed in December.
	~ Staff attended the Nor Cal VOAD meeting facilitated by American Red Cross. Eden I&R is the 2-1-1 representative for the region at these meetings.
	~ The Executive Director and the Housing Outreach Coordinator met with Renee Domingo from the Oakland Office of Emergency Services to explore ways in which the Oakland OES and Eden I&R can work more closely together.
~ The Executive Director and Housing Outreach Coordinator met with the Director of the Center for Independent Living (CIL) in order to reassess and strengthen the partnership between the two agencies.	
Fairs/Events/ and Outreach	~ The Executive Director attended a City of Hayward event for city funded agencies to network with one another, as well as with city commissioners, in a more informal manner. This was a wonderful way of reconnecting with organizations that have not had direct contact with one another, and to share updated information.
	~ The new 2-1-1 PSA KTOP produced for Eden I&R was distributed to the following various local government/community access cable stations for airing: Alameda's Cable Channel 15 (city staff said the PSA was being aired every hour!); Albany's KALB Chanel 13; Berkeley Community Media's Channel 28; Chabot College Television; Emeryville's Channel 27; Newark's City Data Caster (city staff created the slides using text from the PSA); and Tri-Valley Community Television's TV28, TV29, and TV30 (TV station staff said the PSA is being aired on all three channels throughout the day!).
	~ Staff attended 5 evening chamber/business mixers to promote 2-1-1 in the business community: San Leandro Chamber mixer at the Carlton Senior Living, Castro Valley/Eden Area Chamber mixer at Don Jose's Mexican Restaurant, Berkeley Chamber mixer at Albany Bowl, Emeryville Chamber mixer at Pyramid Alehouse, and Comerica Bank/Asian Business Alliance's Meet & Mingle event at Comerica in Hayward.
	~ The Executive Director, as the statewide Public Relations Chair of the California Alliance of Information and Referral Services (CAIRS) edited and produced the CAIRS Newsletter which featured highlights from statewide 2-1-1 conferences, program services, and upcoming events.
	~ The Housing Outreach Coordinator attended Rental Property Owner Briefings facilitated by the Rental Housing Association (RHA) to outreach to property owners in Northern Alameda County and inform them of opportunities to list their properties with 2-1-1.
	~ The Deputy Director was the featured speaker at the San Leandro Chamber of Commerce Friday Coffee Connection meeting that was attended by approximately 40 people representing elected officials, businesses, government, academic institutions, and community advocates. 2-1-1 outreach materials were distributed to the very interactive audience.
	~ Staff provided the Berkeley Chamber of Commerce with hundreds of 2-1-1 flyers for insertion in their next newsletter mailing to 650 local businesses.

EDEN I & R, Inc.

Fairs/Events/ and Outreach	~ Thousands of 2-1-1 materials were distributed to the following agencies/churches serving food and/or providing food/toy baskets to the public during the holiday season: Tri-Valley Haven Food Pantry, 3 Salvation Army locations, Allen Temple Baptist Church, Faith Lutheran Church, McGee Avenue Baptist Church, Alameda Food Bank, League of Volunteers, Viola Blythe Center, and Tri-City Volunteers.
	~ The 2-1-1 Community Programs Manager attended a community event for homeless and low-income persons in the Tri-City area hosted by Abode Services.
	~ 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.
	~ The City of Pleasanton's official newsletter, Pleasanton Today, published an article about 2-1-1 in their November 12, 2010 issue.
	~ A total of 13,832 flyers, cards, and magnets were distributed throughout the county with extensive outreach conducted in the Tri-Valley.