

**EDEN I & R, Inc.**

**2-1-1 Alameda County Monthly Narrative Report: October 2008**

<b>Noteworthy Updates</b>	
<p>2-1-1 Resource Specialists handled over 6,200 calls this month, close to doubling the call volume from last year. In the first 4 months of this fiscal year alone, 2-1-1 has handled over 22,100 calls and distributed over 33,300 health, housing and human services referrals. It was a frightful month (and we don't mean Halloween) as we discovered many agencies and programs closing due to the downturn in the economy. Unfortunately this will be getting worse and our Information Management Department will continue to update our social services database on a daily basis.</p> <p>Also this month, Bay Area 2-1-1 centers were asked by local TV stations to help with outreach to the elderly and other vulnerable populations about the new DTV conversion process. In February analog TVs will no longer be functional, and since so many elderly people rely on their televisions for information, the 2-1-1 centers agreed to help educate the public about the conversion process. Since this is a "special project" 2-1-1 centers will be reimbursed for their time assisting the TV stations with these additional calls.</p> <p>One of the most important events this month was the Silver Sentinel countywide disaster drill coordinated by the Alameda County Office of Emergency Services. After months of preparation and meetings (both at the county level and within Eden I&amp;R), the earthquake drill was a huge success. Even though we participate in disaster drills several times a year, we always learn new and significant things that could be done better. This annual county drill provided Eden I&amp;R with several enhanced processes to practice during our next in-house drill within the next couple of months. Most importantly though is that 2-1-1 has become recognized as THE public communication system during a disaster in order to keep the public alerted to essential information like: sheltering in place; transportation routes; spontaneous volunteers; etc.</p>	
<b>Call Information</b>	
Call Examples	~ A pregnant single mother from Alameda called requesting information on where to obtain winter clothing for her children. She was referred to 4 organizations providing this service.
	~ An Emeryville resident called looking for free dining options for a homeless man she frequently encountered in her neighborhood. She was referred to food programs nearby and was given information on transportation.
	~ A Livermore resident who had recently become unemployed called looking for a room to rent in the Tri-Valley area. He was referred to the roommate matching service provided by ECHO housing in Livermore.
	~ A family from Fremont called seeking information on how to deal with harassment from credit collectors. Referrals were given to agencies that provide credit counseling and legal assistance.
	~ A Hayward resident called looking for a program for first time DUI offenders that would satisfy his court ordered requirement. He was referred to 2 organizations providing this service.
	~ A Berkeley resident called to find where he could get a flu shot. He was referred to a clinic in the area that would provide that service at no cost.
	~ A pregnant single mother from Oakland called seeking shelter. She was referred to shelters with available space and transitional housing programs for single parents.
Staff Inservice Training Sessions	~ ECHO Housing In-Service Presentation.
	~ Bay Area Women Against Rape In-Service Presentation.
	~ Staff participated in a webinar about quality assurance hosted by the Alliance of Information and Referral Systems (AIRS).
<b>Resource Information And Technology Updates</b>	
Services Database	~ Updating the Big Blue Book for publication of the 2009 Edition in January.
	~ Added 7 new agencies in the services database.
	~ Services database contains 944 agencies and 2136 programs.
Housing Database	~ 65,051 Total Housing Units Listed.
	~ 603 new units added to the database.
Technology	~ Moved Avaya phone system to a new server and beta tested new phone reporting program Chronicall.
	~ Purchased additional backup power supply systems for servers.
	~ Setup a backup phone server, to be used in case the first one goes down.
	~ Purchased software and hardware to upgrade server, providing better performance and simplify backups of critical systems.
	~ Tested Spontaneous Volunteer registration during Silver Sentinel drill.
	~ Worked with vendor to make 2-1-1 work with another VOIP phone vendor.
~ Setup layouts and fields for collecting Digital TV responses to the 2-1-1 line.	

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### Outreach/Public Information Activities

Meetings	<p>~ Presented a 2-1-1 presentation to the counseling staff of Newark Memorial High School and Newark Junior High School. 2-1-1 materials were distributed and presentations to parent groups were scheduled.</p> <p>~ Staff presented 2-1-1 information and distributed 2-1-1 materials to Physical Therapy staff at Kaiser Hospital in Fremont.</p> <p>~ The Executive Director and staff attended an anti-violence meeting at the Ashland Community Center to talk about 2-1-1 and answer questions regarding the service.</p> <p>~ Staff attended an orientation for parents of Hispanic students at Kennedy High School in Fremont and presented information about 2-1-1.</p> <p>~ Staff attended a meeting of Volunteer Income Tax Preparation site coordinators to discuss the process for referrals to these sites during the coming tax season.</p> <p>~ U.S. Congressman Jerry McNerney hosted a very well attended 2-1-1 Information Session at the Pleasanton Senior Center. Eden I&amp;R's Executive Director and staff presented a PowerPoint presentation and distributed 2-1-1 outreach materials.</p> <p>~ Met with Oakland Housing Authority(OHA) Staff to prepare Property Owner outreach materials and workshops. Attended briefings with OHA staff to explain the benefits of 2-1-1 to landlords.</p> <p>~ Attended Tri-Valley Housing Scholarship board meeting to review requests for housing assistance.</p> <p>~ The Executive Director and the United Way of the Bay Area's 2-1-1 Director met with several key department representatives in Sacramento at the Governor's Office of Emergency Services. All in attendance agreed that it is to the State's advantage to help make 2-1-1 a more integral part of the statewide disaster response efforts.</p> <p>~ Staff met with City of Oakland CDBG representatives and Fair Housing organizations in our collaboration to assist low income Oakland residents to find and maintain safe and stable housing. 2-1-1 is used as the single point of entry for all Oakland Fair Housing clients this fiscal year.</p> <p>~ The Executive Director had the opportunity of visiting the San Bernardino 2-1-1 Call Center and further solidifying the back-up relationship between our two organizations. Best practices were shared and discussed.</p> <p>~ The Executive Director began meeting with each City Manager to discuss the ongoing support of 2-1-1 throughout FY09 and into FY10.</p> <p>~ Staff continued to work with the City of Oakland to assist residents being evicted due to the bankruptcy of a nonprofit housing development company. Tenants have the option of calling 2-1-1 for additional services and referrals.</p>
Fairs/Events/ and Outreach	<p>~ Three Girl Scout Troops from Fremont received 2-1-1 materials to be distributed during their goodie sales and candy/nut drop off. One troop also emailed the 2-1-1 flyer to about 1000 local residents and 800 Elementary School PTA members.</p> <p>~ The Berkeley/Albany YMCA received thousands of 2-1-1 cards and magnets for distribution to the community.</p> <p>~ Eden Area ROP received 2-1-1 materials for distribution to each adult student.</p> <p>~ The Newark Chamber of Commerce ran an article about 2-1-1 in their The Voice of Business Newsletter.</p> <p>~ Hosted a booth promoting 2-1-1 at six fairs/expos: Alameda County Information Fair for Health Workers in San Leandro, St. Rose Hospital 7th Annual Health Faire, 7th Annual Domestic Violence Awareness Event in Oakland, DNA LifePrint Child Safety Event in Livermore, Union City Chamber of Commerce's Business Expo, and the City of Newark Senior Center's 10th Annual Health &amp; Resource Faire.</p> <p>~ Twelve Alameda County Unified School Districts received 2-1-1 materials and have either distributed, posted, and/or emailed the information to students, families, and staff.</p> <p>~ The Fremont Chamber of Commerce's Top of the Week Report, emailed to over 3,200 subscribers, included a 2-1-1 ad for four weeks in October.</p> <p>~ The Union City Chamber of Commerce sent an e-blast of the 2-1-1 poster to its members.</p> <p>~ The Castro Valley Chamber of Commerce ran an article about 2-1-1 in their Business Communique.</p> <p>~ The Globe Newspapers ran a large color ad promoting 2-1-1 and its services in each of its editions.</p> <p>~ The City of Newark's Winter Activities Guide November-January 2009 issue ran an article about 2-1-1: Need Assistance? Call 2-1-1</p>

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Fairs/Events/ and Outreach	~ The City of San Leandro included an article about 2-1-1 in their city newsletter: 2-1-1 Connecting You to Critical Services
	~ The City of Livermore ran an article about 2-1-1 in their newsletter: Need Help? Dial 2-1-1 Anytime
	~ There were numerous meetings held to prepare for the DTV Conversion test that informed analog TV owners that their TV sets would stop working in February due to the new FCC regulations. 2-1-1 was involved in this test because many analog TV owners are the elderly and the poor, both of whom depend on their televisions for emergency information during a disaster.
	~ The Executive Director was interviewed on KTVU TV before, during and after the DTV Conversion announcements on television. These announcements used 2-1-1 as the number to call for information about converter boxes so that analog TVs could receive Digital signals after February 17. The agency received over 100 calls within a couple of hours related to this subject.