

## EDEN I & R, Inc.

### 2-1-1 Alameda County Monthly Narrative Report: October 2007

#### Noteworthy Updates

October was a very busy month for 2-1-1 Alameda County. As our monthly call volume continued to expand with an over 50% increase in calls to 2-1-1 (see attached statistical report), we also assisted with the Southern California Wildfire response and recovery efforts. Eden I&R sent two experienced staff members down to San Bernardino's 2-1-1 Call Center to help handle the thousands of calls from fire victims. This helped alleviate 9-1-1 dispatchers from having to handle calls that were not life threatening. 2-1-1 was advertised by the media and first responders (police/fire) as the number to call for public information about open transportation routes, shelter locations, fire areas that were open/not open to the public, insurance company locations, etc.

Lessons learned during the Southern California fires will be shared next month at the statewide California Alliance of Information and Referral Services Board meeting (Eden I&R's Executive Director is a CAIRS Board member and statewide Public Relations Chair).

During October, 2-1-1 Bay Area Region Directors continued to meet and discuss back-up plans for this area in preparation for a local disaster.

There was also a Bay Area 2-1-1 Press Conference that was hosted by Pacific Gas and Electric Company (a financial supporter of 2-1-1) that focused on the "ethnic media." This well attended press conference resulted in coverage on Chinese speaking TV as well as printed press coverage. During this month Eden I&R also focused on 2-1-1 outreach via events, mailings and meetings; phone coverage issues; ongoing staff training and enhanced databases; and individual city agreements and payments.

#### Call Information

Call Examples	~ A Mandarin speaking woman from San Leandro called wanting information on where she could take a driving test. She was given the address to the nearest DMV office and the phone number for Yellow Cab. She was also given help with her English pronunciation of her address and the DMV office.
	~ A 60 year old woman from Fremont called. She had custody of her three grandchildren (2, 3, and 9) and her only source of income was General Assistance. She was given referrals to CalWORKS, rental assistance, utility assistance and food assistance.
	~ A woman from Oakland with five children called seeking shelter. She was living in her van with her children near Lake Merritt. The woman's only income was from unemployment. Referrals were provided for several transitional housing programs and locations for hot meals.
	~ A Fremont senior called about our 2-1-1 service. She said she knew about 2-1-1 through one of our training presentations. She was going to give a presentation to Chinese seniors that week. We sent her the 2-1-1 flyers electronically in Chinese, Vietnamese and English to use in her presentation.
	~ A Victim Witness Program staff member in the Alameda County District Attorney's office called seeking shelter for a mother with two sons. Referrals were provided to three emergency shelters for families.
	~ A man from Castro Valley called looking for inexpensive/free dental services because he had no dental insurance. Referrals to three dental clinics were given.
	~ The Fremont Unified School District called requesting agencies in their area that could receive and distribute coat donations from their Warm Coat Program. Referrals were given to three agencies.
Staff Inservice Training Sessions	~ CalWORKS In-service Training by Alameda County Social Services Agency.
	~ Lighthouse Community Center In-service Training
	~ East Bay Community Law Center In-service Training
	~ Community Resources for Independent Living In-service Training
	~ Staff toured the following agencies: Covenant House and Lighthouse Community Center

#### Resource Information And Technology Updates

Services Database	~ 147 additional records were updated for the Big Blue Book
	~ 6 new agencies were added in the services database
	~ Updating the directory of Faith Based organizations - 772 records out of 965 updated.

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Housing Database	~ 59,977 Total Units Listed.
	~ 874 New Units added this month.
Technology	~ Contacted all 14 cities in Alameda County and checked if 2-1-1 could be dialed from their city halls. For cities that it didn't work, talked to their Information Technology Department, explained how to set up 2-1-1 to work from all city facilities.
	~ Contacted all five major cell phone providers and requested that they program 2-1-1 to be accessible by their cell phone users. Two now currently work, Verizon and Sprint. We are waiting for the cell phone providers to activate the other three.
	~ Worked with AT&T technical support representatives in trying to rectify the problems with phone numbers assigned to switching stations outside of Alameda County.
	~ Replaced three CRT monitors with flat panel screen for reduced radiation emissions and lower energy usage.

<b>Outreach/Public Information Activities</b>	
Meetings	~ Presented and distributed 2-1-1 materials to case management and emergency staff at San Leandro Hospital.
	~ Met with Community Services Director of the Central Labor Council of Alameda County to develop outreach strategies to inform union members of 2-1-1 services.
	~ Met with ASSETS Senior Employment Program to recruit senior placements for the 2-1-1 program.
	~ Co-hosted with the Oakland Housing Authority the Good Neighbor Fair for Oakland Housing Authority residents and neighbors of housing projects.
	~ Met with East Bay Housing Organizations to start planning for May 2008 Affordable Housing Week activities.
	~ Attended an ACAP contractors meeting at SAVE and distributed 2-1-1 materials to all agencies.
	~ Attended meeting to plan for Project Homeless Connect event in December 2007 to bring 2-1-1 housing, health and human services database to clients at the event.
	~ Met with staff from Berkeley 3-1-1 to give them a tour of the 2-1-1 call center and discuss with them areas of collaboration.
	~ Attended 2-1-1 Bay Area Regional Partnership meeting that focused on disaster preparedness agreements; back up phone systems (including Ham Radios); shared databases; and regional marketing and events.
	~ Attended the Alameda County Emergency Manager's meeting in preparation for the countywide disaster drill in November.
	~ Executive Director made 2-1-1 presentations at the City Council meetings in Dublin and Hayward.
	~ Eden I&R staff attended multiple Bay Area Super-Urban Area Security Initiatives (SUASI) meetings in further preparation for disasters regionally and statewide.
	~ Attended a residents meeting at the Surf Apartments to inform residents of the 2-1-1 services.
Fairs/Events/and Outreach	~ Over one thousand CBOs in Alameda County were provided with 2-1-1 materials via the mail to be distributed to their clients and posted in their facilities.
	~ Participated in Pacific Gas & Electric Company sponsored regional press conference to introduce 2-1-1 to the ethnic press throughout the Bay Area..
	~ City Council members of Livermore, Dublin, Hayward and Piedmont each received information about the 2-1-1 program to share with their constituents.
	~ Hosted a booth at the St. Rose Hospital Health Fair.
	~ 2-1-1 flyers and posters were delivered to the following organizations: Chabot College - Los Positas Campus, Satellite Housing, Self-Help for the Elderly, Laney College, Alameda County Probation Department, Latino Commission on Alcohol and Drug Abuse, and the Hayward Police Department.

This is a report of the activities and accomplishments of 2-1-1 Alameda County for the month of October, 2007. 2-1-1 is a free, non-emergency, confidential, 3-digit phone number and service that provides easy access to housing information, and critical health and human services. 2-1-1 operates 24 hours a day, 7 days a week with multi-lingual capabilities.