

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: March 2008

Noteworthy Updates	
<p>The end of the third quarter FY08 statistics indicate that 2-1-1 has handled 31,675 calls thus far, distributing over 44,000 service referrals and over 9,100 housing referrals. Therefore, 2-1-1 now averages over 3,500 calls per month. This will continue to rise as outreach efforts multiply in number and expand in breadth. For example, Eden I&R negotiated a 2-1-1 billboard on Highway 880 by the Oakland Coliseum that will be viewed by more than 4.4 million drivers. This type of marketing is expected to result in a big boost to the 2-1-1 call volume, as well as to the overall community knowledge about 2-1-1. In addition, the cities that are assisting with local 2-1-1 marketing efforts are reaping the rewards of more 2-1-1 calls, resulting in less inappropriate calls going to the wrong Community Based Organization and/or government office. These types of efficiencies, although hard to quantify, result in higher productivity.</p> <p>As we enter the last quarter of the Fiscal Year, the Executive Director is still negotiating with some FY08 municipal funders for this year's approved 2-1-1 payments. Simultaneously, she is beginning the process of solidifying all funding for FY09. New 2-1-1 related staff continue to be hired and trained as funding permits, making it possible to serve additional 2-1-1 callers with little or no wait time.</p>	

Call Information	
Call Examples	~ A disabled woman from Castro Valley called looking for housing for herself and her pet dog. Referrals were given to three agencies providing housing for disabled persons.
	~A school counselor from San Leandro called seeking resources for a teenage girl involved in prostitution. He was given referrals to two organizations providing support services to sexually exploited minors.
	~ A disabled man from Alameda being evicted from his deceased parent's home by his brother called seeking assistance with the eviction process. He was given four referrals to tenant's rights and legal assistance organizations.
	~ A grandmother from Fremont called looking for assistance in filing for custody of her granddaughter. She was given referrals to organizations providing kinship caregivers support services and adoption services.
	~ A mentally disabled woman from Oakland called seeking counseling and support groups. She was given three referrals to mental health providers.
	~ A female victim of domestic violence, in immediate danger in Oakland, called seeking shelter. Because she indicated that she was unable to hang up and call 9-1-1 (the perpetrator was heard in the background), we called the police (and gave them her phone number/location) while simultaneously (using multiple staff members to assist) giving her appropriate shelter and transitional housing referrals.
	~ A social worker from Kaiser Hospital in Hayward called looking for available shelter space for a single male. Referrals were given to three shelters with available bed space.
Staff Inservice Training Sessions	~ RMD Housing Services Inservice Training regarding Affordable Rental Housing
	~ Health Care for the Homeless Inservice Training
	~ Lincoln Child Care Center Inservice Training regarding Southern Alameda Kinship Program
	~ Alameda County Community Asset Network Inservice Training

Resource Information And Technology Updates	
Services Database	~ Added 14 agencies in the services database
	~ Continuing the updating process of the online services database
Housing Database	~ 61,884 Total Housing Units Listed
	~ 406 New Housing Units added this month.
Technology	~ New PRI T-1 line was installed to provide additional features not available through the old "Supertrunk" line.
	~ Installed and configured two new computer workstations, one for the phone room and one for information management.
	~ Continued revisions to Services database in preparation for moving the system to a newer version of software.

EDEN I & R, Inc.

	~ Obtained quotes for network cabling, server migration, and phone cabling. Scheduled all work for completion in April.
--	---

Outreach/Public Information Activities	
---	--

Meetings	~ The Executive Director met with representatives from the childcare field to negotiate an MOU related to appropriate childcare referrals.
	~ The Executive Director met with representatives from the statewide CAIRS Board to strategize about moving forward with the CPUC proposal for a universal telephone bill fee to raise ongoing funding for 2-1-1.
	~ The Executive Director had several meetings with Oakland CEDA staff, and Oakland housing organizations, regarding the enhancement of the 2-1-1 client templates for next year's Oakland CDBG contract.
	~ Presentations were made about the 2-1-1 program and services to the State Child Care Providers Association and to the Every Child Counts Alameda County Association.
	~ Attended planning meeting of the Hayward Community Action Network to develop downtown feeding collaborative where information about the 2-1-1 program was presented and distributed.
	~ Participated in The Emergency Volunteer Center: Key to Coordinating Spontaneous Volunteers training, where information was presented to city and county emergency volunteer managers about 2-1-1's role in disasters and coordinating spontaneous volunteers.
	~ Attended Rental Property Owner briefings with Oakland Housing Authority (OHA) and Rental Housing Association (RHA) to explain our free listing service and the benefits of 2-1-1.
	~ Attended Alameda County Agency Disaster Collaboration Workshop where 2-1-1 information was presented.
	~ Facilitated Housing Workshops and 2-1-1 Service Trainings for the staffs of Alameda City Social Services, Fremont Family Resource Center, and Davis Street Resource Center.
	~ Presented information at the Alameda County Agency on Aging Roundtable about our housing listing services and 2-1-1.
~ Met with Easy Bay Housing Organizations for planning of Affordable Housing Week program and activities.	
Fairs/Events/ and Outreach	~ Attended open house of Women Organized to Respond to Life-threatening Diseases (WORLD) where 2-1-1 information was distributed.
	~ Hosted a booth at the Rental Housing Trade Show presenting information about our housing listings and 2-1-1.
	~ At a Housing Academy Training at the One-Stop Center in Alameda presented and distributed information about 2-1-1.
	~ The Executive Director negotiated an extremely reduced billboard price, at the Oakland Coliseum, for the month of April. The 20x60 foot billboard will prominently display the call number 2-1-1 for over 4 million drivers to see.
	~ The Executive Director negotiated with AT&T Yellow Pages to provide a 2 page 2-1-1 advertisement in the Hayward/Fremont and the Tri Valley area Yellow Pages.
	~ The Executive Director has begun promoting 2-1-1 to all of the cities and the county for FY09 funding. An update mailing was sent to each city Mayor, City Manager, city council member, Board of Supervisor and the County Administrator that included a copy of "Trial by Fire" (the comprehensive summary of how 2-1-1 assisted first responders during the Southern California wildfires).