

## EDEN I & R, Inc.

### 2-1-1 Alameda County Monthly Narrative Report: April 2010

#### Noteworthy Updates

2-1-1 Resource Specialists handled over 7,900 calls during the month of April and distributed over 14,000 health, housing and human service referrals. This call volume represents a 70% increase over the number of calls handled during the month of April 2009. Of the unduplicated callers, 78% were female, 35% were single headed households with minor children, and 34% were disabled.

The value of the Alameda County 2-1-1 communication system to increase the effectiveness of the entire health and human services system was successfully demonstrated this month as 2-1-1 continued to provide the easy point of entry access and assessment for numerous specific benefit programs such as HPRP, AC HIRE, SNAP (Food Stamps), Earned Income Tax Credit and NUMMI displaced worker services. 2-1-1 provides these enhanced services, while continuing to maintain its core service of 24/7 information and referral, twice daily calls for shelter bed availability and maintenance of the Health, Housing and Human Services databases. Continued financial support for the core 2-1-1 service is vital for its sustained ability to add these enhanced services and bring significant and timely benefits to the community. As the cities and county continue their very difficult processes of developing their budgets for next fiscal year it is imperative that the fair and equitable funding investment for 2-1-1 is maintained.

With the completion of the Tax Season, 2-1-1 assisted hundreds of callers in accessing free income tax services. Eden I&R has been the gateway to the Earned Income Tax Credit (EITC) program since it began in Alameda County and now 2-1-1 is the advertised 24/7 access point for this critical program. Over 1,600 individuals were provided with over 2,500 referrals to Volunteer Income Tax Assistance (VITA) sites.

Eden I&R's unique housing database surpassed the 73,000 record mark this month by adding an additional 518 units into the database this month alone. Since a large proportion of the 2-1-1 calls are related to housing, it is one of the agency's goals to maintain the largest and most accurate housing database in the Bay Area.

2-1-1 and Eden I&R continue to engage as a vital partner in comprehensive community disaster/emergency response activities by actively participating in numerous preparedness meetings, events, conferences, strategic planning sessions, and training exercise planning at both the local and statewide level.

#### Call Information

Call Examples	~ A San Leandro resident called looking for breast cancer support groups for her mother who only spoke Cantonese. She was referred to the Asian Outreach Program's breast cancer support group for Cantonese speakers at Alta Bates and was also referred to the Women's Cancer Resource Center for additional referrals.
	~ A single mother from Hayward called looking for information on re-financing her home after a recent decrease in work hours and income. She was referred to Housing and Economic Rights Advocates, NID Housing Counseling, and NACA Home Save Program. She was also given information on the AC Hire subsidized employment program.
	~ A disabled single mother of two called seeking information on rent assistance programs. Due to a decrease in her disability payments, she found herself having trouble making rent and utility payments. She was referred to ECHO Housing, Operation Dignity, and Season of Sharing for rental assistance. She was also referred to HEAP for assistance with her utility payments and given information on how to enroll for discounted utility service through PG&E. The Resource Specialist she spoke with also screened and referred the client to the HPRP program.
	~ A 20 year old woman from Castro Valley called looking for information on transitional and supportive housing programs for former foster youth. She was referred to Fred Finch Youth Center, Lutheran Social Services of Northern California, Bay Area Youth Centers, First Place for Youth, Beyond Emancipation, and Abode Services.
	~ A single father from Berkeley called looking for employment information after losing his job. He was screened and referred to the AC HIRE program and given information on unemployment insurance. He also received information on local career centers and food stamps.
	~ An Oakland resident called seeking legal advocacy for an employment related dispute. She filed for paid family medical leave through her employer but was denied. She was referred to the Legal Aid Society's Employment Law Center and to the California Employment Development Department's Paid Family Leave hotline.

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Call Examples	~ A single mother of two from Union City called to request information on medical care for her uninsured children. She was given information on Medi-Cal and Healthy Families and referred to Alameda County's Public Health Clearinghouse for information on additional insurance programs. She was also referred to Tiburcio Vasquez Health Center in Union City for low-cost medical care.
Caller Feedback	~ The [Resource Specialist] I spoke with went above and beyond to deliver services. It was excellent help. She assisted me with information for medical care and housing. Your services are very much appreciated. ~ I called to try and help some neighbors that are being evicted. The [Resource Specialist] did a wonderful job in providing me with numerous resources. Thank you for this service.
Staff Inservice Training Sessions	~ Bay Area Women Against Rape In-Service Presentation ~ Staff received training in preparation for the new NUMMI and AC HIRE programs ~ Alameda County Crisis Support Services In-Service Presentation

<b>Resource Information And Technology Updates</b>	
Services Database	~ Thirteen (13) new agencies were added in the Services database this month. ~ The Services database contains 1,038 agencies and 2,612 programs. ~ The process of updating the 322 Non-Directory agencies continues with over 300 agencies updated.
Housing Database	~ The Housing database contains 73,200 total housing units. ~ 518 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.211alamedaco.info">www.211alamedaco.info</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 273,572 hits were received by 19,562 visitors. ~ Staff reviewed Alameda County data presented on the Healthy City web site and made revisions to the structure of exported data so records would be presented in a more user friendly form.
Technology	~ Staff participated in web seminars related to Cloud Computing and FileMaker 11. ~ The operating systems and software were upgraded on five workstations as part of an agency-wide process to move all computers to Windows 7, MS Office 2007, and FileMaker 11. ~ Staff completed routine maintenance and trouble-shooting of work stations and servers such as the installation of software and operating system updates, virus and spy ware scans, hardware maintenance, etc. ~ Staff updated agency website with current program information about specialized and seasonal services available through the 2-1-1 phone line.

<b>Outreach/Public Information Activities</b>	
Meetings	~ Staff attended the monthly meeting of the Alameda County VITA Site Coordinators to reflect on a very successful tax season. Site Coordinators expressed the challenges they encountered this year and made suggestions on improvements for the next tax season. Information was also provided on tax sites that will remain open year-round to assist low income families and individuals. ~ The Executive Director participated in the Alameda County Public Health Department's Medical and Health Preparedness Strategic Vision meeting during which 2-1-1 was integrated into the Crisis Communication focus of the plan. Ongoing meetings are planned. ~ Staff continued to participate in Affordable Housing Week planning activities with the Oakland Housing Authority and East Bay Housing Organizations (EBHO). ~ Staff attended a monthly meeting of the HPRP Implementation and Learning Community. Attendees discussed potential changes to HPRP eligibility forms and gave updates on the status of the seven Housing Resource Centers in Alameda County.

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Meetings	~ The Executive Director met with other Bay Area 2-1-1 Center directors at the monthly 2-1-1 Partnership meeting in San Francisco. The most exciting news is that San Mateo, the last Bay Area county without 2-1-1, should have their 2-1-1 service available to residents within the next few months.
	~ 2-1-1 and Community Programs Manager presented 2-1-1 program information to staff at Alameda County Crisis Support Services and discussed the collaboration efforts between the two agencies to assist displaced NUMMI workers.
	~ The Executive and Deputy Directors met with a representative from Alameda County Public Health Department in order to start the process of becoming eligible to receive leveraged funding via Medi-Cal Administrative Activities (MAA). This funding, that will not begin until FY2012, will help leverage some of the city and county funds supporting 2-1-1 at this time.
	~ As Chairperson, Eden I&R's Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.
	~ The 2-1-1 and Community Programs Manager presented 2-1-1 program information to staff at the Regional Center of the East Bay, an organization serving the developmentally disabled in Alameda County.
	~ The Executive Director met with two representatives from PG&E to continue the discussions about PG&E supporting a 2-1-1 Resource Specialist whose primary focus is handling utility-related calls. This is a result of 2-1-1 being inundated with lengthy calls from individuals and families whose utilities have been shut off due to an inability to pay their bills at this time. 2-1-1 representatives have been able to establish excellent working relationships with PG&E's customer services department as well as the staff that manage utility-related programs out in the community. Through the efforts of 2-1-1, pay-back plans have been developed such that the caller gets their utilities restored and PG&E receives their compensation. It's a win-win relationship that needs additional financial support for 2-1-1.
	~ Several staff members participated in 2-1-1 California's Webinar to discuss and coordinate with First Lady Maria Shriver's WeConnect program and the California Emerging Technology Fund (CETF) to bridge the technology divide among low income and vulnerable communities.
	~ The Housing Outreach Coordinator worked in collaboration with the Oakland Housing Authority to do outreach to Rental Property Owners, on a monthly basis, to inform them of the opportunities with OHA and Eden I&R. Through this outreach property owners throughout the County are able to list their properties with 2-1-1.
	~ The Executive Director met with Alameda County's District Attorney to comprehensively discuss the ways in which 2-1-1 could further assist the people that her department serves. Several ideas are being discussed as potential new partnerships, funding permitting.
	~ Staff attended the Ashland Violence Prevention Collaborative Steering Committee Meeting, the 2007 Economic Census Workshop, and the Asian Community Collaborative Meeting.
	~ The Executive Director and staff met with representatives from the San Francisco Foundation to review Eden I&R's updated Business Continuity Plan. This comprehensive document will assist the agency in a quick recovery after a disaster so that we would be prepared to resume services and assist the community in a timely manner.
	~ Staff participated in the countywide Emergency Volunteer Center training for city staff members and presented information about 2-1-1's role in a disaster and the Spontaneous Volunteer database maintained through 2-1-1.
	~ Staff participated in the planning meeting for the June 3rd countywide Disaster Emergency Volunteer Center training exercise .
	~ The Executive Director participated in the monthly statewide conference call of the California Alliance of Information and Referral Services (CAIRS) Board of Directors. This month's focus was on the development of the 2-1-1 California entity that will assist in raising funds for 2-1-1 service centers statewide as well as review the possibility of reducing phone/technical costs by purchasing equipment and/or services as a statewide entity.
~ The Housing Coordinator has been working in collaboration with the American Red Cross to develop a curriculum for Rental Property Owners to prepare them for disaster related scenarios.	
~ Staff continues to attend the 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.	

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Meetings	<p>~ The Executive Director and staff met with a representative from Alameda County Behavioral Health Care to further discuss Eden I&amp;R becoming the central housing database for several countywide projects.</p>
Fairs/Events/ and Outreach	<p>~ April is Volunteer Month celebrating volunteers working in government, faith based and community organizations. Eden I&amp;R took this opportunity to recognize our volunteers with events during the week of April 18-24. The week of celebrations culminated with a well attended BBQ during which the volunteers were awarded Certificates of Appreciation.</p>
	<p>~ The Executive Director was a featured speaker at the monthly Emergency Managers' Association meeting at the county's Office of Emergency Services in Dublin. The comprehensive 2-1-1 update PowerPoint presentation was warmly received by a wide variety of participants representing city police and fire, public information officers, school districts, disaster response personnel and many others. Hundreds of 2-1-1 marketing materials were distributed as well.</p>
	<p>~ The Executive Director welcomed representatives from Kaiser Permanente and Eden Township Healthcare District to tour the 2-1-1 phone line facilities. Both organizations have been ongoing supporters of Alameda County's 2-1-1 communication system since its inception.</p>
	<p>~ Pleasanton Today, the city's official newsletter, printed a 2-1-1 logo on the back of their April 23, 2010 issue.</p>
	<p>~ Eden I&amp;R staff hosted a booth at the Oakland Head Start/Police Department's Week of the Young Children Resource Fair, Laney College's Health Fair, and Congressman McNerney's Senior Assistance Workshop in Dublin to inform and remind event attendees about the 2-1-1 service.</p>
	<p>~ 2-1-1 materials were provided for Tri-Valley YMCA's Healthy Kids Day, Winter Shelter's Resource Fair, Pleasanton Farmers' Market, and Pleasanton's First Wednesday events.</p>
	<p>~ The Executive Director met with a Los Angeles Emmy-winning producer who wants to do a TV Series based on 2-1-1 centers. After much discussion with the producer, and consultations with Eden I&amp;R's Board members as well as other 2-1-1 centers, we decided to decline this invitation at this time due to concerns about client confidentiality.</p>
	<p>~ Staff gave a presentation and tour of the 2-1-1 call center to a group of CSUEB nursing students.</p>
	<p>~ The Executive Director hosted a representative from Australia who is interested in starting a 2-1-1 service in that country. Lots of information was exchanged and a new international relationship was established.</p>
	<p>~ The Oakland Police Department requested thousands of 2-1-1 cards for its police officers for distribution to the public.</p>