

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: October 2011

Noteworthy Updates

2-1-1 Resource Specialists handled 9,280 calls during the month of October and distributed 18,213 health, housing and human service referrals. Of the unduplicated callers, 82% were female, 37% were single headed households with children, and 40% 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 October the online directory received 704,399 hits from 39,259 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. In addition, the City of Berkeley is using 2-1-1 to register their residents for their Toys for Tots program.

Eden I&R staff participated in a variety of disaster-related activities throughout this month. The entire agency staff were involved in California's Statewide Shakeout Disaster Drill whereby the agency's preparedness processes were practiced. In addition, the Executive Director was invited to observe and participate in the Urban Shield drills that were held throughout the Bay Area. Multiple scenarios were created to test the abilities of SWAT teams to logistically and safely disarm terrorists and free hostages in an urban setting. Eden I&R staff got the opportunity to explain and promote 2-1-1 a myriad of Urban Shield participants including police officers, medical personnel, as well as community volunteers.

Call Information

Call Examples	~ A single mother with two children in Alameda called to inquire about rental payment assistance, utility payment assistance, and legal assistance for mentally disabled homeless individuals. The caller was referred to Operation Dignity and Season of Sharing for rental assistance. Additionally, the caller was found to be eligible and was referred to the Mid County Housing Resource Center HPRP program for homeless prevention. The caller was also referred to Spectrum Community Services and Alameda Municipal Power for utility payment assistance; and to Homeless Action Center for legal assistance regarding mentally disabled homeless individuals.
	~ A woman in Berkeley called to inquire about anger management and family counseling. The caller was referred to Anger Management and Beyond, Family Service Counseling and Community Resource Center, Allen Temple Baptist Church, and Terra Firma Diversion Educational Services for anger management assistance; and to Berkeley Therapy Institute, Oak Creek Counseling Center, Earth Circles Counseling Center, and West Oakland Health Council for family counseling information.
	~ A Spanish speaking man in Castro Valley called to inquire about National School Lunch Program/Castro Valley Lunch Program eligibility. The caller was referred to the Castro Valley Unified School District.
	~ An Arabic speaking man with three children in Fremont called to inquire about rent payment assistance and job search assistance. The caller was referred to ECHO Housing and Season of Sharing for rental payment assistance; and to Fremont Family Resource Center, EASTBAY Works One-Stop Career Center, and Catholic Charities of the East Bay for job search assistance.
	~ A Spanish speaking woman in Hayward called to inquire about where to receive a Pertussis vaccination. The caller was referred to La Familia Counseling Family Resource Center.
	~ A Spanish speaking woman in Livermore called to inquire about immigration/naturalization legal services, citizenship and immigration services. The caller was referred to Legal Assistance for Seniors, Spanish Speaking Citizens' Foundation, Catholic Charities of the East Bay, Centro de la Raza, and Centro de Servicios for immigration/naturalization legal services; and to U.S. Citizenship and Immigration Services for citizenship and immigration services.
	~ A woman in Oakland called to inquire about internet service providers and computer donation programs. The caller was referred to Comcast for internet service provider information; and to Alameda County Computer Resource Center, Marcus Foster Education Fund and The STRIDE CENTER for computer donation information.
	~ A man in San Leandro called to inquire about ex-offender halfway houses and emergency shelters. The caller was referred to Phatt Chance Community Services, Turners Clean Start, and Volunteers of America Bay Area for ex-offender halfway house information; and to City Team Ministries for emergency shelter.

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Caller Feedback	~ "[The Resource Specialist] was wonderful and saved my life...[The Resource Specialist] put me on a path to change my life which could have been a disaster...[The Resource Specialist] was] so caring and understanding ...I thank you for 2-1-1, it is an awesome program."
	~ "I just spoke with [the Resource Specialist] who was able to help me out so much...I haven't talked with anyone who was able to give me so much respect and help. Thank you so much."
	~ "I have just had an opportunity to use 2-1-1 for the first time. I spoke with [a Resource Specialist] and [the Resource Specialist] was very adept at what they did...[The Resource Specialist] helped me with a lot of information and I really appreciated it."
	~ "[The Resource Specialist] was wonderful and helped me very much, [the Resource Specialist] gave me three really, really great resources, exactly what I needed [and the Resource Specialist] was very kind to speak with."
Staff Inservice Training Sessions	~ Rubicon Programs in-service presentation
	~ Regional Center of the East Bay in-service presentation
	~ Eden Area One-Stop Career Center in-service presentation
	~ Volunteers of America Bay Area in-service presentation

Resource Information And Technology Updates

Services Database	~ Two (2) new agencies were added in the services database this month.
	~ The Services Database contains 1,102 agencies and 2,811 programs.
	~ The process of updating the 634 "Directory" agencies for the Big Blue Book continues. 613 agencies have been updated and 19 agencies still need to be updated.
Housing Database	~ The Housing database contains 74,609 total housing units.
	~ 70 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 704,399 hits were received by 39,259 visitors.
Technology	~ Staff met with representatives of iCarol software to review our database needs in preparation for joining the 2-1-1 state-wide client/call and resource database systems. It was noted that there is no Housing database component in the iCarol system and no way to integrate with Eden I&R's Housing database. The system also could not directly generate the monthly reports prepared by Eden I&R for municipalities and has a more limited capacity to trigger prompts when performing client intakes. It was decided to conduct a more complete review of the iCarol system in the spring of 2012.
	~ Eden I&R staff continued to work with staff at Bonita House, Alameda County Behavioral Health Care Services and The Support Group on the CHOICES housing project. Final changes have been completed and additional users from other organizations are being recruited to conduct public testing.
	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Healthy City and Alameda County Area Agency on Aging (Network of Care) web sites.
	~ Final preparations, including the creation of accounts for all users and purchasing of licenses, were completed for converting Eden I&R to Microsoft's Exchange Online. Exchange Online is a cloud-based email system that provides a number of other potentially valuable tools for the agency. Converting to a cloud-based system also removes the need for Eden I&R to maintain it's own mail server on-site and is expected to reduce long-term operating costs for the agency's email system.
	~ The agency changed from a DSL to cable Internet Service Provider and significantly increased both upload and download speeds on the agency's Internet connection.

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Outreach/Public Information Activities

Meetings	<p>~ The Executive Director and the 2-1-1 Community Program Manager attended the statewide 2-1-1 Summit in Sacramento where 2-1-1 representatives from throughout California gathered to celebrate the achievements of the 211 Communication System as well as discuss the current challenges. The major topics included: the current status of moving 2-1-1 Centers unto similar statewide phone and database systems; disaster preparedness, response and recovery plans on a statewide basis; and financial sustainability now and in the long-term locally, regionally and statewide. Eden I&R's 2-1-1 Alameda County remains one of the largest call volume 2-1-1 centers statewide and is looked upon as a "best practices role model" in terms of our public/private leveraged funding plans.</p> <p>~ The United Way of the Bay Area met with the Executive Director in order to renew the MOU for FY2012 that provides Eden I&R with \$150,000 of financial support as well as agreed upon partnerships related to regional marketing, shared data, and numerous other ways in which our agencies support one another and our communities.</p> <p>~ The 2-1-1 Community Programs Manager attended the monthly meeting of the Alameda County WIB ACCESS Steering Committee to provide a brief overview and status report to the One Stop Career Center site managers.</p> <p>~ The 2-1-1 Community Programs Manager participated in a conference call for the Earn It! Keep It! Save It! program where best practices, and challenges to the program were discussed.</p> <p>~ As Chairperson, Eden I&R's Housing Outreach Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.</p> <p>~ The Housing Outreach Coordinator attended the Association of Contingency Planners (ACP) meeting to coordinate 2-1-1 and ACP disaster planning and response activities.</p> <p>~ The 2-1-1 Community Program Manager met with a doctoral student from Vanderbilt University who is conducting research on homeless prevention interventions. The student was specifically interested in 2-1-1's client database as it related to HPRP.</p> <p>~ The Executive Director has been participating in the meeting preparations for the regional Bay Area Disaster Resilience kick-off workshops to be held at NASA Research Park on November 1st. Over one hundred and fifty participants are expected representing government, businesses and nonprofit organizations statewide.</p> <p>~ The 2-1-1 Community Program Manager participated in a HPRP grantee and Housing Resource Center (HRC) meeting to discuss how 2-1-1 will serve clients and HRCs in the coming months.</p> <p>~ The Executive Director participated in the monthly 2-1-1 Regional Partnership meeting again this month. Discussions included the ways in which the Bay Area region fits into the statewide plans as outlined at the 2-1-1 Summit.</p>
Fairs/Events/ and Outreach	<p>~ The Executive Director was interviewed by Elena Miramar, reporter for the Vision Hispana newspaper, in which 2-1-1 services were described as they relate to Alameda County's Spanish speaking population.</p> <p>~ The Housing Outreach Coordinator worked in collaboration with the Rental Housing Association of Northern Alameda County to do outreach to Rental Property Owners and inform them of the opportunities with RHNANAC and 2-1-1.</p> <p>~ Staff hosted a booth at 6 events to outreach to the community about the 2-1-1 service: Dublin Senior Fit Fair; St. Rose Hospital 10th Annual Health Fair, Hayward; St. Regis Retirement Center Health Fair in Hayward; Eastmont Job Fair in Oakland; Live Well Health Fair in Livermore; and Supervisor Keith Carson's Disaster Preparedness Fair in Berkeley.</p> <p>~ 2-1-1 materials were provided for distribution at the following 2 events: Mary Hayashi's 2nd Annual Health Fair in San Leandro, and Newark Senior Center 12th Annual Health Fair.</p> <p>~The Housing Outreach Coordinator facilitated an in-service training for a group of California State University of the East Bay nursing students on the benefits of 2-1-1 for their patients.</p> <p>~ The 2-1-1 Community Programs Manager hosted a table and distributed materials at a Project Renew sponsored job fair at Chabot College. Attendees included former NUMMI and supplier workers, students and others from the community.</p> <p>~ 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.</p>

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Fairs/Events/ and Outreach	~ The Executive Director, as the statewide Public Relations Communications Chair of CAIRS, edited and produced the Fall 2011 statewide CAIRS newsletter highlighting various events and issues related to the California I&R/I&A/Disaster Response & Recovery communities.
	~ The Housing Outreach Coordinator facilitated a housing workshop for the staff at the Hamilton Family Center.
	~ Eden I&R's staff participated in the 3rd Annual California's Statewide Shakeout Disaster Drill. The agency preparedness processes that were tested included: staff drop, cover and hold skills; the agency's Incident Command System (ICS) procedures; and staff go kits preparedness.
	~ The Executive Director participated, as an observer and as a volunteer, in the annual Urban Shield drills again this year. The 48 hour event allowed her ample opportunity to promote the 2-1-1 Communication System to hundreds of law enforcement officers from around the Bay Area, California, and the world (Jordan and Israel were participants again this year). Eden I&R's participation in Urban Shield is a direct result of being a guest of Sheriff Ahern, who manages this incredible event each year.