

Eden I&R, Inc.

"linking people and resources"

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2-1-1 Annual Report

Fiscal Year 2009

(July 2008 – June 2009)

This is the second year 2-1-1 Alameda County has been operating and it continues to be a huge success! Eden I&R officially launched the 24/7 three-digit phone line, 2-1-1, on July 1, 2007. During this second year of operations, the number of callers who contacted 2-1-1 seeking assistance increased from the first year by 52%. This success was the result of both the professional assessment and referrals provided by the skilled 2-1-1 Resource Specialists, and the extensive outreach efforts conducted in collaboration with hundreds of organizations in the community. In recognition of 2-1-1's value to the community, Eden I&R and its Executive Director, Barbara Bernstein, were the recipient of the Community Justice and Education Award presented by the East Bay Community Law Center. Multiple proclamations (Alameda County Board of Supervisors, and the cities of Alameda, Berkeley, Dublin, Hayward, Livermore, Newark, and Union City) were also awarded to the agency on 2-1-1 day: February 11, 2009.

In September 2008, the Emergency Alert System (EAS) gave written confirmation that 2-1-1 is now a part of the localized warning system which makes it an integral part of the emergency public communication system. In addition, after years of negotiations, Eden I&R was finally classified by AT&T as a Telecommunications Service Priority (TSP). As a TSP, when a disaster disrupts phone services, Eden I&R's phone lines, along with that of hospitals, police, and other emergency service providers, will be one of the first to be reinstated in order to assist the public.

Additional 2-1-1 highlights for these past twelve months include:

- Residents, employees and advocates within all 14 cities utilized 2-1-1's 24/7, multilingual services.
- Eden I&R continued to be the only agency in Alameda County that called shelters at least twice a day to check on bed availabilities. This information was available 24/7 to all 2-1-1 callers, whether the caller was in need of emergency housing or was calling on behalf of others.
- Callers who did not speak English were assisted by on-site Resource Specialists who were fluent in their language (particularly Spanish, Cantonese, Mandarin, and/or Vietnamese), or they were assisted by a "real time" interpreter (via TeleInterpreters which provides over 100 languages) who translated between the caller and the Resource Specialist.
- All agency health, housing and human services records were, and continue to be, enhanced to provide the most comprehensive and accurate data possible. The health and human services database currently has over 2,300 health and human service programs offered by nearly 1,000 agencies, and the housing database currently tracks over 69,340 housing units.
- The client caller database was, and continues to be used to collect the most comprehensive information possible (e.g., size of family, income resources, disability and veteran status, age, etc.) for the following primary purposes: 1) to assist with making appropriate referrals, and 2) to aggregate the data for demographic statistical purposes.
- The agency submitted monthly detailed statistical reports to funders that could be used to monitor and evaluate 2-1-1 service delivery. These reports can also be accessed online at www.211alamedacounty.org.

2-1-1 Disaster Response and Preparedness

- In order to be fully prepared for a variety of disasters, the agency participated in the following disaster drills: the 2009 Severe Influenza Tabletop Exercise, the statewide Silver Sentinel/Golden Guardian Earthquake, and the two-week Alameda County Office of Emergency Services Red Dragon Disaster Drill. Additionally, the Office of Emergency Services contracted with 2-1-1 to be the contact for Spontaneous Volunteers during and after a disaster.

- The month of April 2009 saw the most critical aspects of the 2-1-1 disaster communications being tested. The Alameda County Public Health Department contacted Eden I&R shortly after the H1N1/Swine Flu alert was made public. All 2-1-1 Resource Specialists were updated about the most current information on a daily basis (or more often if needed) so that 2-1-1 could relay this data to callers. People from all over the county inquired about such issues as where to go for immediate medical care.

2-1-1 Partnerships

- As 2-1-1 demonstrated its 24/7 value-added capacity to provide vital community information efficiently and effectively, the agency was approached by numerous programs to partner with them to enhance their programs.
- The Alameda County Social Services Agency utilized 2-1-1 to conduct Food Stamp Outreach and Prescreening Services.
- 2-1-1 provided a single point of entry for the Oakland Fair Housing Services Collaborative.
- Individuals seeking assistance through The Earned Income Tax Credit Program called 2-1-1 for referrals to the appropriate Volunteer Income Tax Assistance site.
- 2-1-1 is a partner in the Bank On Oakland program referring callers to financial institutions in Oakland providing free or low-cost banking services.
- In collaboration with local television networks, during broadcast tests for the conversion to Digital Television transmission, viewers called 2-1-1 for information and assistance.

Who 2-1-1 Assisted

Due to the breadth of marketing efforts and “word of mouth” publicity, Eden I&R Resource Specialists were able to handle **69,938 2-1-1 calls from July 2008 through June 2009** (with June leading the highest monthly call volume at 7,971 calls). Individuals and families, as well as their advocates, were assisted with up-to-date health, housing and human services information. Of unduplicated callers, 28% were disabled, and 29% were female heads of households with minor children. The total referral information distributed throughout the fiscal year included **90,713 human service referrals and 23,082 housing referrals**. The following 2-1-1 call examples from across the county are indicative of the varied needs of 2-1-1 callers:

- An after-hours emergency shelter director called seeking a referral to an agency with the language capacity of a walk-in client. The Resource Specialist who answered the call indicated she spoke that language and assisted the individual. The Resource Specialist also said she had on the 2-1-1 phone line a young mother with a child in a phone booth looking for available shelter. Well, as luck would have it, the shelter had an available family room. So, with one phone call two crisis situations were resolved.
- A single mom from **Oakland** called seeking information on where to obtain diapers for her child and for information on job training programs. She was referred to 3 agencies providing diapers and to 3 job training programs.
- Staff from the Davis Street Family Resource Center in **San Leandro** called looking for housing options for a mother with 3 children. They were given referrals to 4 transitional housing facilities.
- A 20 year old woman from **Hayward** caring for a relative's child called seeking support services. She was given referrals to two organizations that provide case management and support services to kinship caregivers.
- 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 **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.
- An **Albany** resident called seeking assistance with payment of her PG&E bill. She exceeded the income limit for all utility assistance programs and was not able to get help. A Resource Specialist was able to facilitate the negotiation of a payment plan on her current bill to ensure that her utilities would not be discontinued.

- A **Newark** resident called seeking information on residential substance abuse treatment programs. She received 6 referrals to agencies providing that service.
- Staff from **Livermore** High School called looking for an agency that could provide counseling services in Spanish in the Tri-Valley Area. She was given 2 service organization referrals.
- A **San Lorenzo** resident called seeking information on hotlines and support groups for friends and families of those who committed suicide. She was given 2 referrals.
- A family of three from **Pleasanton** called seeking information on shelter or transitional housing options. They were given referrals to 4 transitional housing facilities in Alameda County.
- A recently arrived Afghani immigrant in **Alameda** called looking for counseling services in Farsi and assistance in dealing with cultural transition issues. She received 2 referrals.
- A 19 year old youth on probation who was formerly a foster child called from **Dublin** seeking information on employment. He received referrals to 2 programs which provide training and employment services to former foster youth and those on probation.
- A single father from **Union City** called seeking information on assistance with minor home repairs he could not afford to pay for. He was referred to the Alameda County Community Development Agency's Minor Home Repair Grant program.
- An uninsured **Piedmont** resident called seeking information on residential drug treatment programs servicing those with a dual diagnosis. He received 8 referrals to substance abuse treatment programs.
- A **Fremont** resident called seeking information on counseling services for a 3 year old with anger issues related to domestic violence. She was given 3 referrals to agencies providing counseling to children and families.

Marketing Outreach and Publicity

The success of 2-1-1 depends largely upon the community's awareness of this public communication vehicle. Therefore, Eden I&R staff has participated in a variety of promotional efforts to notify Alameda County residents and employees about this critical service.

Countywide Outreach:

- Over 410,000 pieces of agency information including flyers, outreach cards, magnets, and posters were distributed throughout the county, and this does not include the number that was emailed, downloaded, and/or photo copied by other agencies.
- Eden I&R hosted booths at 47 resource fairs/expos to inform event attendees and other vendors about the phone service. Among the many events were the Obama Inauguration Celebration at Oracle Arena (the thousands of programs distributed that day included a full page 2-1-1 ad on the back cover), Bank On Oakland's Launch, TESA Emergency Preparedness Fair, Catholic Charities of the East Bay's Health Fair and Flu Shot Day, Livermore's Emergency Survival Expo, Maria Shriver's WE Connect Kickoff Event in Oakland, Women's Health Fair in San Leandro, and Union City Chamber of Commerce's Business Expo. Materials were made available at 15 other fairs that staff were unable to attend.
- Thousands of materials and/or information were disseminated to all 17 unified school districts to inform staff, students and their families about 2-1-1.
- Materials were displayed and/or posted in libraries, senior centers, senior housing complexes, recreation/community centers, chambers of commerce, police and fire departments, city halls, churches, social service agencies, housing authorities, health clinics/centers, one-stop centers, markets, liquor stores, laundromats, coffee shops, bookstores, and other locations.
- The large 2-1-1 Billboard located near the Oakland Coliseum was seen by millions of commuters from April to September 2008. This 1-month billboard, paid through a public health grant back in FY 2008, became a 6-month publicity vehicle for 2-1-1!
- Staff attended mixers, meetings, and other functions at various chambers of commerce in the county to distribute materials and share with members information about 2-1-1.
- Staff gave presentations to numerous community groups about 2-1-1 including: Alameda County

Department of Behavioral Health Care Services staff, Oakland Human Services Department staff, GreenLeaf Elementary School Spanish-speaking parents, Livermore Amateur Radio Klub members, Hayward Neighborhood Meeting, and Kaiser Hospital staff.

- Staff attended numerous other meetings in which 2-1-1 materials were distributed and/or information about 2-1-1 was announced to attendees including: EveryOne Home, San Lorenzo High Youth Forum, Alameda County Developmental Disabilities Council, and Berkeley Host Program.

2-1-1 Publicity through other agencies/departments/media:

- The Alameda County Sheriff issued a memo to all Sheriff's Office Employees to inform them about 2-1-1.
- The Globe Newspaper Hour interviewed the agency's Executive Director about 2-1-1, and the segment was heard on 88.1 FM and 97.7 FM as well as on www.jazzbeatradio.tv, and *The Globe Newspapers* printed an article about 2-1-1 and a generous donor paid for ad space in two other issues.
- Vision Hispana printed an article about 2-1-1 in their bi-monthly newspaper (also available online).
- Staff members were on *Comcast Newsmakers* promoting various aspects of the 2-1-1 phone line and Eden I&R's other services.
- During EveryOne Home's screening of "Where God Left His Shoes," a large 2-1-1 ad was shown to hundreds of people in attendance at the Grand Lake Theater.
- The Livermore-Pleasanton Fire Department created, printed and distributed a flyer about 2-1-1's role in a disaster.
- Alameda County Supervisor Scott Haggerty included info about 2-1-1 in his April 2009 Newsletter.
- United Way of the Bay Area issued several press releases and PSAs to promote 2-1-1 throughout the Bay Area.
- Agencies that wrote about 2-1-1 in their newsletters included: Abode Services (formerly Tri-City Homeless Coalition), EveryOne Home, and California Alliance of Information and Referral Services (CAIRS).
- Agency/Department publications that included information on 2-1-1 were: 1) Alameda County Transportation Improvement Authority's Spring 2008 Access Alameda, and 2) Alameda County Lead Poisoning Prevention's Guide to Lead-Safe Housing (English and Spanish full-page ad).
- Numerous agencies and county departments have information about 2-1-1 on their website including: Alameda County Sheriff's Department, Alameda County Social Services Agency, Alameda County Behavioral Health Care Services, Resources for Community Development, EveryOne Home, East Bay Works, Kidsdata.org, Lavender Seniors of the East Bay, Child Care Links, East Oakland Community Project, and Bay Area Community Services.
- Articles about 2-1-1 were printed in the *Tri-City Voice* twice, *Inside Bay Area Online*, *The Daily Californian Online*, and Washington Hospital's website.
- Free publicity was provided by local television stations during public service announcements regarding the Digital Television (DTV) conversion.
- The different community agencies/groups serving holiday dinners and giving holiday gift baskets/toys distributed thousands of 2-1-1 cards, magnets, and flyers to clients; and several Girl Scout Troops distributed 2-1-1 materials as part of their community activities.

2-1-1 Outreach by City:

- **Alameda:** An article about 2-1-1 was included in the Chamber's January 2009 Business Newsletter.
- **Albany:** A window display with 2-1-1 information was prominently displayed at the Chamber's office.
- **Berkeley:** The City's Housing Department has information about 2-1-1 on their website; and the school district sent info about 2-1-1 in their E-tree.
- **Dublin:** A paragraph about 2-1-1 appeared in the Chamber's January/February 2009 newsletter, a flyer was inserted in their March/April Newsletter, and a magnet was inserted in each goodie bag for the Teacher Appreciation Mixer. The City's Community Development Department included information about 2-1-1 in one of their mailings.
- **Emeryville:** An article about 2-1-1 appeared in the Chamber's January 2009 issue of *The Emeryville Connection* and on their website; and the City's Economic Development and Housing Department has

- information about 2-1-1 on their website.
- **Fremont:** A 2-1-1 side bar ad was included in the Chamber's weekly e-newsletter from September to January for 15 weeks, and an article appeared in their January/February 2009 *Business Review* newsletter.
 - **Hayward:** A 2-1-1 flyer was included in the Chamber's January newsletter mailing.
 - **Livermore:** The City included information about 2-1-1 in their Summer/Fall 2008 City newsletter mailed to over 31,000 residences; the Community Development Department's website has a 2-1-1 logo and link to Eden I&R's website; the Chamber included information about 2-1-1 twice in their Monday Morning Blast e-newsletter; and magnets were inserted in emergency kits distributed/sold at the Livermore Emergency Survival Expo.
 - **Newark:** The City included an article about 2-1-1 in their official Summer 2008 newsletter; the City's Recreation and Community Services Department included information about 2-1-1 in their Winter, Spring, and Summer Activities Guide; the Chamber included an article in their September 2008 issue of *The Voice of Business* newsletter; and magnets were inserted into goodie bags given at the Classic Car and Truck Show.
 - **Oakland:** The Oakland Unified School District printed a full page ad of 2-1-1 in their Transitional Students and Families Resource Guide in English, Spanish, Chinese, Vietnamese, and Khmer; the library, Housing and Community Development Department, and the Department of Human Services have information about 2-1-1 on their website; and the Chamber included an article about 2-1-1 in their September 2008 Business Review newsletter.
 - **Piedmont:** The schools attached a 2-1-1 flyer in their electronic weekly newsletter.
 - **Pleasanton:** Information about 2-1-1 was printed on the front page of the City's May 2009 issue of *Pleasanton Today* (the City's official newsletter); the Parks and Community Services Department included information about 2-1-1 on the back of its 2009 Summer Activities Guide; the City's website includes information about 2-1-1; and the school district included information about 2-1-1 and a link to the 2-1-1 flyer in their E-Connection e-newsletter.
 - **San Leandro:** The City included information about 2-1-1 in their Fall 2008 City newsletter and on their website; the Recreation and Human Services Department included information in their Summer 2009 Activities Guide; and the Police Department included 2-1-1 information on their website.
 - **Union City:** The City's Housing and Community Development Department included 2-1-1 information on their website; and the Chamber sent an e-blast of a 2-1-1 flyer to its members.
 - **Unincorporated areas:**
 - Castro Valley Chamber included an article and photos of 2-1-1 in their September/October 2008 *Business Communique* newsletter.
 - San Lorenzo Unified School District distributed flyers to each school for their students and families.
 - Sunol Glen Unified School District included a 2-1-1 flyer in their e-newsletter sent to students and families.

Agency Infrastructure Advances

● Staffing

With a fully staffed 2-1-1 call center, Eden I&R was able to respond in a timely manner to the increased call volume that occurred in this record year of operations. This fiscal year an additional Resource Specialist was added to reduce the wait time during the weekends and Resource Specialists' schedules were changed to accommodate for the increase in calls during the afternoon and evening hours. In June 2009 when 2-1-1 experienced its highest call volume ever, 7,971 calls were handled, 96% were answered within 60 seconds and the average wait time was 47 seconds. In order to keep all phone line staff abreast of the ever-changing services provided by local agencies and government departments, In-Service Presentations were held on a weekly basis. Presenters included: Alameda County Shelter Plus Care Program, ECHO Housing, Axis Community Health, Women on the Way Recovery Program, East Bay Community Law Center, Workforce Investment Board, and Adult Protective Services. Staff also attended trainings for quality assurance and food stamp eligibility off-site.

- Health, Housing and Human Services Data Resources

During the past twelve months, **Eden I&R's housing database grew by 7,936 units to 69,340 units of housing** (as of 6/30/09) including subsidized, Below Market Rate, Market Rate, residency hotel rooms, SROs, and shared units. The majority of the 2-1-1 calls continues to be for housing and housing supportive services (e.g., domestic violence shelter beds, residential care facilities, subsidized housing).

During Fiscal Year 2009, Eden I&R's **health and human services database of over 2,300 programs offered by nearly 1,000 agencies** was updated not only for the 2-1-1 callers but also for the printing of the 2009 edition of *The Big Blue Book: The Directory of Human Services for Alameda County*. This database can be accessed, at no charge, via the agency's online websites at www.211alamedacounty.org, www.alamedaco.info, or www.edenir.org.

- Technology Capacity

In order to operate the fully staffed 2-1-1 call center, additional workstations and telephones were added this year as well as expanded station wiring and Ethernet cables. Eden I&R installed a new Windows server and increased the DSL line from 300k to 10mbps to increase Internet access speed. The agency also ensured it had the technology capacity in place to respond to disasters by testing its ham radio operations, back-up power systems and preparing documents for operations following a disaster.

Regional 2-1-1 Partnerships

Eden I&R continued to meet on a monthly basis in partnership with the Bay Area's 2-1-1 partners (including Volunteer Center of Sonoma, United Way of Santa Clara, The United Way of the Bay Area HELPLINK and the Contra Costa Crisis Center) to create a seamless and coordinated 2-1-1 regional system. Additionally Northern California and Southern California 2-1-1 centers have been collaborating on operations similar to those of the Bay Area including:

- **Common Client Data:** Bay Area 2-1-1 centers are aggregating information about clients—demographics, needs, location, follow-up (success or other findings), etc.—consistent with statewide data collection standards by the California Alliance of Information and Referral Services (CAIRS). This data assists in identifying unmet needs throughout the region.
- **Sharing Resource Information Databases:** Sharing databases enables I&R Resource Specialists from a variety of counties to access resource information in other areas to reduce the number of subsequent calls a 2-1-1 caller has to make. Since 2-1-1 programming ensures that calls are routed to the 2-1-1 center serving the county that the call originated in, shared databases enables callers to get the best information possible from local experts outside of their county via shared technology and data. The goal is for 2-1-1 call specialists throughout the Bay Area to have easy access to resource databases when callers have multiple needs that cross county lines.
- **Handling Call Volume Overflow:** Bay Area 2-1-1 centers are continuing to develop a rollover system for calls to be rerouted to another center when call volume gets past a certain level—i.e. assisting with overload especially during unforeseen situations such as a disaster (earthquake, fire, flood, terrorist attack, toxic spill, etc.).
- **Mutual Communication and Outreach:** Joint public information and marketing strategies (and materials) continue to be developed that emphasize and recognize the Bay Area-wide 2-1-1 system (and its local components). These marketing efforts help clarify the difference between 2-1-1 and other N-1-1 numbers to avoid public confusion. Coordinated outreach also ensures that 2-1-1 information is consistent, accurate, and effective.
- **Disaster Response Preparation:** This year 2-1-1 was formally included in the Governor's Office of Emergency Services (OES) new emergency disaster plan. 2-1-1 Alameda County was added as member

of the Alameda County Emergency Operations Center Team by the Alameda County Office of Homeland Security/Emergency Operations Center.

- **Public Policy:** 2-1-1 service providers at the local, regional and statewide level continue to meet to promote a coordinated campaign to support the federal “*The Calling for 2-1-1 Act*” as well as statewide legislation that would help fund 2-1-1 on an ongoing basis.
- **Statewide/Regional Events:** In September 2008, Eden I&R, in conjunction with CAIRS, co-sponsored a statewide 2-1-1 Summit with the California Public Utilities Commission (CPUC) to solicit ongoing leveraged funds from key stakeholders. On 2/11/09, “2-1-1 Day,” all Resource Specialists region wide were recognized with a breakfast hosted by The United Way of the Bay Area. Each 2-1-1 Resource Specialist received a personalized certificate of appreciation from the United Way of the Bay Area.

Funding Successes and Challenges

Throughout the fiscal year, Barbara Bernstein, Eden I&R’s Executive Director, made presentations at City Council meetings in order to get final approval for FY 2009 2-1-1 funding from individual cities and the county. This has been a significant challenge this fiscal year given the state budget uncertainty, various cities’ financial situations and the overall economy in general. Amidst this uncertainty 2-1-1 continues to provide services to the community and maintains information on the changing services environment while operating in the most efficient and effective manner to maximize the available resources. Throughout the year Eden I&R has sought funding partnerships to enhance the 2-1-1 operations and is currently working countywide to involve 2-1-1 in the provision of Homeless Prevention Rapid Rehousing programs with American Recovery and Reinvestment Act funds.

The private sector continued to be an enthusiastic supporter of 2-1-1. For this, and many other reasons, Eden I&R is extremely grateful to the following funders for their past and/or current support:

The United Way of the Bay Area; Walter & Elise Haas Fund; Pacific Gas and Electric Company; Kaiser Permanente; The San Francisco Foundation; Chevron; AT&T Real Yellow Pages; Community Technology Foundation; First 5/Every Child Counts; Western Digital Foundation; and Eden Township Healthcare District.

Next Steps

Throughout FY 2010 Eden I&R will focus on:

- Promoting 2-1-1 so that every resident in the county knows about this very critical service. This effort will necessitate the help of the cities and the media to be successful. Therefore Eden I&R staff will work with our many partners throughout the county to broadcast news about 2-1-1 in printed, electronic and verbal messages targeted to individuals and families, and their advocates, in need of health, housing and human services.
- Continuing to request and respond to feedback about 2-1-1 services so that the communication system expands in its breadth as well as its customer services.
- Participating in disaster drills locally, regionally and statewide to provide the public with vital information before, during and after a disaster.
- Continuing the agency’s high profile participation in the California Alliance for Information and Referral Services (CAIRS), especially as Chair of the statewide Public Relations Committee.

Eden I&R staff and Board of Directors thank and truly appreciate all of the support we have received from city, county and private sector officials, staff, and business leaders as well as our individual donors. We look forward to our continued partnership efforts.