

Eden I&R, Inc.

"linking people and resources"

570 B Street ♦ Hayward, CA 94541 ♦ 510-537-2710 ♦ FAX 510-537-0986

2-1-1 Annual Report

Fiscal Year 2011

(July 2010 – June 2011)

In the four years since 2-1-1 was launched in Alameda County, the number of calls more than doubled from its first year of service to **106,341 calls handled in Fiscal Year (FY) 2011**. The increase in the number of calls can be attributed to a variety of factors: the increase in needs due to the continued high unemployment and limited economic opportunities, the increase in knowledge about the communication system, the increase in partnerships with other programs, and the value and quality of the service provided by the 2-1-1 Phone Line Resource Specialists.

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

- ❖ 2-1-1 established a new partnership with the California Emerging Technology Fund (CETF) related to decreasing the digital divide for low income populations. The project involves 2-1-1 Resource Specialists asking low income callers about their access to the internet and assisting them in getting affordable internet services if needed (e.g., for employment or housing seeking purposes).
- ❖ 2-1-1 continued its three (3) partnerships with other programs to provide intake, prescreening, and information and referrals: Homelessness Prevention and Re-Housing Program (HPRP), CalFresh and NUMMI Displaced Worker Assistance.
- ❖ Eden I&R continued to be the only agency in Alameda County that called 18 shelters twice a day to check on bed availabilities. This critical information was available 24/7 to all 2-1-1 callers.
- ❖ Callers who did not speak English were assisted by on-site Bilingual Resource Specialists (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 records in the Health and Human Services Databases (currently over 2,800 programs offered by over 1,095 agencies) were updated, and the Housing Database increased the number of units it tracks by 3,365 to tracking over 74,500 units at the end of FY11.
- ❖ The Client Caller Database continued to collect the most comprehensive information possible (e.g., size of family, income resources, disability and veteran status, age, etc.) to assist with making appropriate referrals, and to aggregate the data for demographic statistical purposes. In addition, the 2-1-1 Caller Feedback Line allowed callers to provide feedback on the service provided (examples of transcripts can be found under "Who 2-1-1 Assisted").
- ❖ Eden I&R continued to compile detailed monthly 2-1-1 reports (also available online at www.211alamedacounty.org) for funders so they could monitor the program's progress.

2-1-1 Disaster Response and Preparedness

"2-1-1 gives Californians a secondary resource during times of emergency by enabling a critical connection between individuals and families in need and the appropriate community-based organizations and government agencies. In these situations, 2-1-1 programs provide citizens with critical non-emergency assistance by providing information on food and clothing banks, shelters, rent assistance services, support for persons with disabilities, etc." California Public Utilities Commissioner Michel Peter Florio, March 2011

In order to ensure that the agency can carry out its roles and duties before, during, and after a disaster, Eden I&R participates in a variety of disaster drills annually, and is an active member and participant in numerous disaster preparation groups and meetings.

The following are examples of the types of activities Eden I&R was involved in during FY 2011:

- In October 2010, staff observed and participated in the three-day Urban Shield drill that was held throughout the Bay Area.
- In May 2011, staff participated in Operation Independence, a three day anthrax related exercise, organized by the Alameda County Public Health Department and in partnerships with the county and city Emergency Operation Centers (EOCs).
- Throughout the year, staff participated in the Oakland Office of Emergency Services Disaster Plan Review meetings with city department representatives.
- The Executive Director, as a member of the statewide 2-1-1 California Emergency Operations Committee, met to help standardize 2-1-1 center disaster plans so that after a disaster any 2-1-1 center could be a back-up center for another 2-1-1 agency.

2-1-1 Partnerships

In FY 2011, 2-1-1 Alameda County continued its partnerships with the following programs:

- ***Earned Income Tax Credit (EITC):*** From January to April 2011, 2-1-1 assisted low-income individuals and families by explaining EITC eligibility guidelines and referring them to convenient free tax preparation sites. In FY 2011, 2-1-1 assisted 2,085 EITC callers connect to 35 Volunteer Income Tax Preparation (VITA) sites, 24 AARP sites, and other counties' EITC lines.
- ***CalFresh (formerly Food Stamps) Outreach:*** The California Association of Food Banks contracted with Eden I&R to pre-screen 2-1-1 callers for CalFresh eligibility. From July 2010 to June 2011, 2-1-1 assisted 2,252 callers with outreach for the food program.
- ***Homelessness Prevention and Re-Housing Program (HPRP):*** Through the EveryOne Home Priority Home Partnership Program, 2-1-1 pre-screened applicants for eligibility to receive rental and utility payment and deposit assistance funded by Federal Stimulus Funds. In FY2011, 2-1-1 pre-screened 1,828 callers and directed those eligible to appropriate Housing Resource Center(s).
- ***NUMMI Displaced Worker Assistance:*** As a result of the NUMMI plant closing, the Alameda County Workforce Investment Board contracted with Eden I&R to assist the 4,700 displaced NUMMI employees as well as the thousands of NUMMI-affiliated laid off employees. A Bilingual 2-1-1 Phone Line Resource Specialist was dedicated to serving former NUMMI and NUMMI-affiliated employees in identifying and locating affordable housing and human services through 2-1-1.

2-1-1 Alameda County's partnership successes prompted the following new partnership in FY 2011:

- ***California Emerging Technology Fund Program (CETF):*** 2-1-1 partnered with the California Emerging Technology Fund (CETF) to increase access to technology by low income populations. 2-1-1 Resource Specialists asked low income callers about their access to the internet and assisted them in getting affordable internet services (e.g., for employment or housing seeking purposes). From August 2010 to June 2011, Resource Specialists assisted 1,631 callers.

Who 2-1-1 Assisted

During FY 2010-2011, Eden I&R continued to pursue various outreach methods to inform and remind the Alameda County community about the 2-1-1 Alameda County phone service. As a result, 2-1-1 Alameda County handled 106,341 calls, and provided 202,765 referrals to health, housing, and human service programs throughout the County and beyond. Of the unduplicated callers, 34% were disabled and 34% were female head of households with minor children. The majority of 2-1-1 callers continued to seek housing and housing-related services.

In FY 2011, the Top 10 Service Needs were:

- shelter/transitional housing,
- rent and deposit assistances,
- public benefits,
- rental housing,
- legal issues,
- utility assistance,
- health care,
- food access,
- mental health/addiction issues, and
- financial services.

The following are examples, by city, of the variety of services Alameda County residents and employees are seeking on a daily basis.

- A woman in **Alameda** called to inquire about rent and utility payment assistance. The caller was referred to the Salvation Army and the Alameda Municipal Power - Project EASE (Energy Assistance through Supportive Efforts) for utility bill assistance; and to Operation Dignity and ECHO Housing for rental assistance.
- An **Albany** woman called to inquire about Runaway Hotlines. The caller was referred to Covenant House, the California Coalition for Youth, and the National Runaway Switchboard.
- A father of two from **Berkeley** called seeking information on rental assistance for himself, his pregnant wife, and his two children. He was also recently laid off and searching for employment information. He was referred to ECHO Housing, Operation Dignity, and was screened for the AC Hire and the CalFresh (Food Stamp) programs.
- In **Dublin** a man called to inquire about food aid and General Assistance. The man was referred to the CalFresh program as well as Tri-Valley Haven and Tri-Valley Church of Christ for emergency food. The caller was also referred to the Alameda County Social Services Agency Economic Benefits Department for assistance with signing up for General Assistance.
- A disabled woman in **Emeryville** called to inquire about tenant rights assistance. The caller was referred to Bay Area Legal Aid, Center for Independent Living, and East Bay Community Law Center.
- A woman in **Fremont** called to inquire about joining a colon cancer support group and market rate rental housing. The caller was referred to Washington Hospital Healthcare system for support groups. The caller was also given two referrals to market rate housing rentals in the Fremont area.
- A **Hayward** caller inquired about emergency food, dental care, and vision related resources. The Resource Specialist offered referrals for the caller's diverse needs including South Hayward Parish, Salvation Army - Hayward Corps, Tiburcio Vazquez Health Center, and La Clinica de la Raza.
- In **Livermore** a woman called for child care subsidies and therapy support services for her child. The caller was referred to Child Care Links and BANANAS for child care assistance. The caller was then referred to School of Imagination for child therapy.
- A woman in **Newark** called to inquire about transitional shelter information, dental care, and eye care. The caller was referred to ABODE services, Alpha Omega Foundation, Oakland Elizabeth House, and Images on the Rise for transitional shelter information; to the California Dental Association and the Alameda County Public Health Department - Family Health Services for dental care; and to West Oakland Health Council and University of California Suitcase Clinic for eye care.
- A woman in **Oakland** called to inquire about emergency food and low income and subsidized rental housing information. The caller was referred to City Team Ministries, Mount Zion Missionary Baptist Church, St. Mary's Center, Project Outreach, and the Alameda County Community Food Bank for emergency food information. The caller was also referred to three low income and subsidized rental housing listings that met her financial and location needs.

- A **Pleasanton** woman inquired about food pantry information, mortgage resolution/delinquency resources, and utility payment assistance. The caller was referred to Tri-Valley Haven and Alameda County Community Food Bank for food pantry and emergency food clearinghouse information; to Tri-Valley Housing Opportunity Center, ECHO Housing, and Homeownership Preservation Foundation for mortgage resolution/delinquency resources; and to Salvation Army for utility bill payment help.
- A single mother in **San Leandro** called to inquire about affordable furniture resources and rental deposit assistance. The caller was given referrals to Society of St. Vincent de Paul of Alameda County and International People's Democratic Uhuru Movement for furniture; and to ECHO Housing and Operation Dignity for rental assistance.
- A woman in **Union City** called to inquire about benefits assistance as well as resources for food and clothing. The caller was referred to Homeless Action Center for assistance with public benefits programs; and to Tri-City Volunteers, Viola Blythe Community Service Center, and Centro de Servicios for free food and clothing.

Transcripts from the 2-1-1 Caller Feedback Line indicate that not only are callers thankful that the service exists, but are appreciative of the quality and the breadth of services provided. Examples include:

"Thank you very much for the 2-1-1 assistance program... [The Resource Specialist] has been so helpful to me and gave me all the information and the options that I needed. I've been homeless... I did not realize how informative it(2-1-1) is, and also how caring your [Resource Specialists] are. "

"I called 2-1-1 for the first time today and the person I spoke with was very warm, professional and incredibly responsive. I was very impressed with this service."

"I just want to thank you for the work that you are doing. [The Resource Specialist] was patient with me because I did not even know what to ask, you know. [The Resource Specialist] was pleasant and very polite... I just want to thank you very much for the 2-1-1 service. Thank you!"

Marketing Outreach and Publicity

The vast majority of 2-1-1 callers (75%) indicated that they learned about the 2-1-1 phone service themselves or through families and friends, who most likely learned about it through the various outreach methods Eden I&R has conducted throughout the year. Because the success of the 2-1-1 service depends on the community's knowledge about this public communication service, Eden I&R continues to promote 2-1-1 via different outreach methods. The following highlights some notable outreach and publicity performed in FY2011:

- Over 84,400 flyers, outreach cards, magnets, note pads, and posters were distributed throughout the county (this number did not take into account the number of times it was emailed, downloaded, and/or photo copied by other agencies).
- Eden I&R staff were recurring guests for the Comcast Newsmakers segment in which 2-1-1 was discussed. In addition, Eden I&R's Executive Director, Barbara Bernstein, was interviewed for KEARS 610 AM Radio and KCBS AM Radio, and KTOP produced a 2-1-1 PSA which was distributed county-wide to government/community access cable stations. Alan Martin of KPIX hosted a news segment for Another Look at Eden I&R which aired in June.
- Eden I&R hosted booths at 48 resource fairs/expos to inform event attendees and other vendors about 2-1-1. Among the many events were the La Clinica de La Raza's 13th Annual Health Fair, Alameda County's 9th Annual Healthy Aging Fair, American with Disabilities Act's 20th Anniversary Festival, Workforce Investment Board's (WIB) Employer Forums, Lawrence Berkeley Laboratory's 6th Annual Emergency Preparedness Fair, 4C's 9th Annual Children's Faire, Dublin Senior Center's Health and Information Fair, Pleasanton Transit Fair, Veteran's Health and Resource Fair, City of San Leandro's 14th Annual Senior Resource Fair, 11th Annual Latino Forum, the City of Hayward Wellness and Info fest, Taiwanese Community Help Association's Senior Resources Fair, Alameda County Resource Guide Event, Catholic Charities Annual Health Fair, Washington Hospital/City of

Fremont's Health Expo, and Livermore Emergency Preparedness Fair. Materials were made available at 16 other fairs that staff were unable to attend.

- Staff attended mixers, meetings, and other functions at various chambers of commerce and community meetings throughout the County to share information and to distribute 2-1-1 materials.
- Staff gave presentations to numerous organizations and community groups about 2-1-1 including: California State University of the East Bay Nursing Students, the Homeless Action Center, the Oakland Rotary, the Alameda County Cancer Network, Brighter Beginnings, the San Leandro Chamber of Commerce Friday Coffee Connection, the Emergency Managers Association, and Davis Street Resource Center.
- 2-1-1 ads were posted on the following Patch websites: Alameda, Albany, Castro Valley, Dublin, Livermore, Newark, Piedmont, Pleasanton, San Leandro, San Lorenzo, and Union City. Patch is an online community-specific news and information platform that provides local coverage for individual towns and communities.
- The Oakland Tribune, The Daily Review, and The Argus all printed an article about 2-1-1 in their May 4th publication titled, "Hotline offers help to people in need" and "For a wide range of aid programs, 211 is best bet." Their parent company, Bay Area News Group, posted the same article accessible online titled, "211 service provides one-stop shop for those in need."
- Eden I&R provided materials to various community groups who included them in holiday baskets.
- 2-1-1 colored posters (donated by DualStar Digital) were featured inside the Wheels/LAVTA (Livermore-Amador Valley Transit Authority) buses.

Agency Infrastructure Advances

● Staffing:

The 2-1-1 Call Center was sufficiently staffed 24/7 to assist the increasing number of callers from the Alameda County community. To keep up with the changing programs and services, 2-1-1 Phone Line Resource Specialists attended weekly in-service trainings in which pertinent updates to services were shared, technological changes to the databases were discussed, and representatives from various organizations presented information about their agency's programs and services. Examples of agencies and programs that presented included: BANANAS, CalWORKS, Center for Independent Living, On-Lok, Season of Sharing, Tri-City Health Center, International Institute, First Place for Youth, and Crisis Support Services of Alameda County.

● Health, Housing and Human Services Data Resources:

During FY 2011, Eden I&R's Housing Database increased by 3,365 units for a total of 74,583 rental housing units that were tracked (e.g., subsidized, Below Market Rate, Market Rate, residency hotel rooms, SROs, and shared rental housing). In addition, the Information Management Department contacted over 1,000 agencies to update the over 2,800 programs it has in its Health and Human Services Database. The comprehensive information was also used to update the 2011 Edition of *The Big Blue Book: Directory of Human Services for Alameda County*, and the data can be accessed for free online at www.211alamedacounty.org, www.alamedaco.info, and www.edenir.org.

● Technology Capacity:

During FY 2011, Eden I&R added several programs that required modifications to the Client, Housing, and Services databases. Many of these projects involved setting up remote access to our systems for partner agencies. These new projects, combined with an expansion of Eden I&R's ability to provide information via the Internet, have greatly improved the agency's ability to make information available to the public. Eden I&R has also been working to ensure that 2-1-1 and all of the agency's services will be available following a local disaster. Toward that end, along with 2-1-1 California, Eden I&R has been researching options for cloud-based database and phone systems. We have also been working to move many of our systems, such as backups of critical information and e-mail services, to off-site, cloud-based services.

Regional 2-1-1 Partnerships

Eden I&R continued to meet monthly with other 2-1-1 providers in the Bay Area (including Volunteer Center of Sonoma, United Way of Silicon Valley, United Way of the Bay Area HELPLINK, and Contra Costa Crisis Center) to create a seamless and coordinated 2-1-1 regional system. Additionally, through the Northern California and Southern California 2-1-1 centers' Collaborative Meetings, 2-1-1 California has been working statewide to support all 2-1-1 centers. Efforts from these collaborations have included:

- **Common Client Data:** Eden I&R, along with other 2-1-1 centers, continue to gather client data information using California Alliance of Information and Referral Services (CAIRS) standards.
- **Sharing Resource Information Databases:** A new technical plan to connect all 2-1-1 centers' phones and databases statewide in case of a disaster was frequently discussed.
- **Handling Call Volume Overflow:** Eden I&R signed an MOU with United Way of the Bay Area and Contra Costa Crisis Center to handle each other's calls during emergencies and to establish back-up procedures for data sharing.
- **Disaster Response Preparation.** Members of the collaborative discussed and approved a statewide 2-1-1 Emergency Operations Plan.
- **Public Policy:** Eden I&R continued to work with other 2-1-1 providers to support the "Calling for 2-1-1 Act" legislation that would provide federal leveraged funding for 2-1-1. Also, as the Public Relations Chair for CAIRS, Eden I&R's Executive Director included articles in the CAIRS Newsletter about state and federal legislation that would assist local 2-1-1 providers with much needed financial resources.
- **Statewide/Regional Events:** Eden I&R's Executive Director and 2-1-1 Community Programs Manager attended the CAIRS conference titled "I&R: A Capital Idea" and the 2-1-1 Summit in which topics such as how to provide 2-1-1 service to EVERY California resident, how to best provide disaster-related backup services and I&R best practices were all discussed.

Funding Successes and Challenges

Eden I&R was proud to have reported handling 106,341 calls in FY11 even though it faced a reduction in revenue sources. A significant financial challenge for 2-1-1 was the impact of the state, county and municipalities' budget reductions. As a result the Eden I&R Board of Directors pursued a fiscally conservative budget approach by enacting pay reductions and shortened work hours for administrative staff.

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 private and public 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; Thomas J. Long Foundation; Bank of America Foundation; Western Digital Foundation; Eden Township Healthcare District; Wells Fargo; Cisco Foundation; Comerica; Rotary- City of Oakland; Fremont Bank Foundation; and Alameda County departments and cities.

As always, 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.