

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: March 2013

Noteworthy Updates

During the month of March, 8,571 calls were handled by 2-1-1 Resource Specialists and 14,781 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 31% were single-headed households with minor children, and 43% had disabilities. The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's online health and human service resource directory; in March it received 97,869 hits from 8,832 visitors.

March saw the conclusion of this year's free tax assistance events sponsored by the Computer and Communications Industry Association and the Intuit Financial Freedom Foundation. For the fifth year in a row, Eden I&R/2-1-1 was contracted to provide information and refer callers to nine free tax assistance events held throughout California. The events served hundreds of lower-income taxpayers and those on active military duty. 2-1-1 received a total of 1,356 calls about this year's program—an increase of nearly 40% from last year. Resource Specialists booked over 684 appointments, for each of which a reminder call was attempted. Additionally, in partnership with United Way Bay Area, 2-1-1 Resource Specialists handled over 600 calls and made nearly 1,200 referrals to EITC (Earned Income Tax Credit) sites for lower income people this tax season.

This month, staff worked on the business contingency plan so that the agency is prepared for disaster recovery. This is especially important for Eden I&R/2-1-1, that plays a critical role serving the general public during and after a disaster. The plan is nearly complete and should be operational later this spring.

Call Information

Call Examples

~ An Oakland caller who is a formerly incarcerated male, recently released, called seeking assistance with basic needs as he had no source of income and no benefits. The caller needed assistance with rent and was referred to Catholic Charities. He was informed about General Assistance, prescreened for CalFresh, and referred to Alameda County Social Services to apply for both programs. He was referred to The Workforce Collaborative, Alameda County Human Resource Services Department, and Healthy Oakland's Men At Work program for assistance with employment.

~A Berkeley resident who is a single parent with a disability and father of three children, one of whom has a mental disability, called for assistance with a large utility bill. The caller was referred to REACH and HEAP, as well as Season of Sharing. He called back requesting assistance with legal referrals and was referred to the East Bay Community Law Center, Bay Area Legal Aid, and the Alameda County Bar Association. He called back the following day requesting referrals for individual lawyer assistance and was provided referrals to Centro Legal de la Raza and Centro de Servicios.

~ A Fremont resident who is part of a two-parent household with three children called for assistance in locating housing and food. The caller and his family were homeless and living in a motel. They had become homeless after their landlord raised the rent which they could not afford to pay. A search for rentals was conducted but nothing was found within the caller's price range. The caller was referred to hot meal programs: Centerville Free Dining Room, Tri-city Free Breakfast Program, St. Edward Catholic Church, and Open Heart Kitchen. For further assistance the caller was referred to the Fremont Family Resource Center.

~ A pregnant, Spanish speaking youth called for assistance with housing. She was employed but unable to afford rent, car payments, college tuition, and supporting her boyfriend. The caller was referred to four transitional housing programs: Banyan House, Images on the Rise, Henry Robinson Center, and Matilda Cleveland House. The caller was informed about WIC and was referred to the program in order to apply. The caller called back the same day for legal referrals, as she had to take time off work for prenatal appointments and wanted to inquire about whether she legally able to do so. The caller was referred to Centro Legal de la Raza, the Legal Aid Society, and the California State Department of Industrial Relations Wage Claim Adjudication program.

~ A San Leandro resident with physical disabilities called 2-1-1 seeking assistance with finding a caregiver, food, help paying rent, and a low-cost apartment. The caller was referred to In-Home Supportive Services for a caregiver, Season of Sharing for rental assistance, REACH and HEAP for her PG&E bill, Meals on Wheels for home-delivered food, and the Lakeside Village Apartments for a low-income rental unit.

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| Call Examples | ~ A San Lorenzo resident with two babies called for assistance with shelter. She was a victim of domestic violence, staying with relatives who could not house her for long and needed help locating alternate housing. The caller was referred to two transitional housing programs: Building a Solid Foundation and Images on the Rise. |
| | ~ A Pleasanton caller who is part of a two-parent family with two small children called 2-1-1 for assistance with legal referrals. The caller had recently lost her job due to illness and was concerned that her employer had wrongfully terminated her. She was referred to Centro Legal de la Raza. |
| | ~A Livermore resident who is a single parent with a teenage child called 2-1-1 seeking referrals to assist her with her state disability case. The caller told the Resource Specialist that she was unable to reach anyone at the State Disability Office either by phone or online and that her doctor has approved her for an extension for her disability benefits, but the caller had not received any payments. The caller was referred to the Legal Aid Society's Worker's Rights Clinic. |
| | ~ An Alameda resident called for assistance with medical insurance and prescription medication as her employer does not provide health care and the caller could not afford to pay out of pocket. She was referred to Assistance Answers, Partnership for Prescription Assistance, and the California RX drug discount card programs for prescription medication assistance. The caller was informed about HealthPAC and referred to Lifelong Medical Care clinic to apply. |
| Caller Feedback | ~"Your employee was very patient, very clear...an excellent worker. It was just such a pleasure talking with her." |
| | ~"I just spoke with your operator. She is amazing, she spent time talking with me and provided me with at least a dozen referrals. If you have any kind of employee incentive program, I really believe she needs to be recognized." |
| | ~ The person I spoke with was a wonderful employee...very fine. I have been a resident of Oakland for 88 years and I won't get off the phone until I give her a commendation. She was lovely." |
| | ~ "I just spoke with your operator who gave me so many referrals to try to help my son who is mentally ill, and I just wanted to say how much I appreciate this service. Right now my husband and I are homeless ourselves and we are living in Alameda, staying with friends, but my son is homeless because unfortunately he doesn't have any friends to stay with." |
| | ~ "Your employee was very helpful, and she had a lot of patience. She listened to us." |
| Staff In-service Training Sessions | ~ AIDS Legal Referral Panel In-service Presentation |
| | ~ Partnership for Affordable Housing's Making Changes Transitional In-service Presentation |
| | ~ Phatt Chance Transitional Housing In-service Presentation |
| | ~ Tri-Valley Haven Domestic Violence Shelter In-service Presentation |

Resource Information And Technology Updates

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| Services Database | ~ Two new agencies were added in the services database this month. |
| | ~ The services database contains 1,102 agencies and 2,855 programs. |
| | ~ The process of updating the 464 "Non-Directory" agencies continues. So far Eden I&R has updated 255 agencies. |
| Housing Database | ~ 229 new units were added to the housing database this month. |
| | ~ Housing Subscriptions (mail, PDF & OHIP) 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 publicly accessible websites at www.edenir.org and www.211alamedacounty.org , and www.alamedaco.info . This month the Online Services Directory received 97,869 hits from 8,832 visitors. |
| Technology | ~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory and Healthy Cities websites. |
| | ~ Began planning for upcoming disaster preparedness events. Software, hardware, and account information for using social media was checked on two computers in each building. Staff is currently working on exactly what will be tested and how to test it. |
| | ~ Modifications were made to the Client database system that will increase outreach efforts related to CalFresh. |

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Outreach/Public Information Activities

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| Meetings | <p>~ The Deputy Director and the Development/Marketing Officer met with Community Development staff from the cities of Dublin, Pleasanton, and Livermore to discuss how Eden I&R can enhance its 2-1-1 outreach and awareness in the Tri-Valley communities.</p> |
| | <p>~ The Housing Outreach Coordinator is working in collaboration with the American Red Cross to develop a curriculum for rental property owners to prepare their properties and tenants for disaster-related scenarios.</p> |
| | <p>~ The Housing Outreach Coordinator is working in collaboration with the Oakland Housing Authority (OHA) to 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 Eden I&R at no cost.</p> |
| | <p>~ The Housing Outreach Coordinator attended a meeting with the City of Oakland to review the final Mass Care and Sheltering plan.</p> |
| | <p>~ The Housing Outreach Coordinator is working in collaboration with the East Bay Rental Housing Association (EBRHA) to outreach to rental property owners and inform them of the opportunities with EBRHA and Eden I&R.</p> |
| | <p>~ The Housing Outreach Coordinator participated in the Public Health discussion of creating a Countywide registry for the disabled and frail elderly in the event of an emergency.</p> |
| | <p>~ The Housing Outreach Coordinator attended the Alameda County Emergency Managers Association meeting. Super Urban Area Security Initiative funding for the year was discussed.</p> |
| | <p>~ The Housing Outreach Coordinator attended the Golden Guardian planning meeting. Eden I&R will participate in a statewide disaster drill in May 2013.</p> |
| | <p>~ The Housing Outreach Coordinator attended the Hayward Non-Profit Alliance meeting to network with other area community-based organizations.</p> |
| | <p>~ Management staff presented updated 2-1-1 information to a variety of cities this month in preparation for next fiscal year's financial support. It appears that all 14 cities may again be investing directly in 2-1-1's infrastructure.</p> |
| | <p>~ The Executive Director attended the monthly Bay Area Regional 2-1-1 Partnership meeting attended by 2-1-1 centers covering the counties of: Alameda, Contra Costa, San Francisco, Napa, Marin, Solano, San Mateo, Santa Clara, and Sonoma. The focus this month was on statewide efforts to enhance the 2-1-1 CA membership and Board participation; updates on technology enhancements; best practices exchanges; and financial sustainability updates.</p> |
| | <p>~ The Executive Director, as a member of the 2-1-1 CA Governance and Leadership committee, helped organize, and provide for appropriate facilitation, for two statewide meetings focused on increasing and enhancing the membership of 2-1-1 centers throughout the State in 2-1-1 CA (a membership association that coordinates statewide efforts related to 2-1-1 services), as well as the 2-1-1 CA Board representation.</p> |
| | <p>~ As a long-term Board member of the California Alliance of Information and Referral Services (CAIRS), the Executive Director attended the annual 2-1-1 CAIRS (three-day) Retreat held at Asilomar. New statewide board members were introduced and several retired; discussions were held about improvements to the ways in which 2-1-1 centers and I&R specific programs interrelate with one another; and plans were begun to organize a statewide CAIRS conference to be held in Los Angeles this summer.</p> |
| | <p>~ The Executive Director, and other management staff, continued to attend numerous Re-entry/Realignment related meetings in order to stay abreast of the services being provided to, and still needed by, formerly incarcerated individuals. These services are focused on reducing the recidivism rate as well as reducing overall crime throughout Alameda County.</p> |
| | <p>~ The Executive Director met with another new Oakland City Councilmember, Lynette Gibson McElhaney, in order to inform her of the many ways in which 2-1-1 assists Oakland residents and employees, as well as additional ways 2-1-1 could enhance its services with increased funding.</p> |
| | <p>~ The Executive Director hosted an agency visit from a representative from Cisco who is interested in investing in the 2-1-1 communication system.</p> |
| <p>~ The Executive Director led a tour for leadership representatives from Urban Strategies Council to see first-hand the myriad ways in which 2-1-1 assists those most at risk in our county. Discussions were held about how our organizations could expand the ways in which we work together, especially in relation to individuals who were formerly incarcerated.</p> | |

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| Meetings | <p>~ Several Eden I&R staff members participated in a statewide webinar focused on the many aspects of preparing for and obtaining the national Alliance of Information and Referrals Systems (AIRS) 2-1-1 Accreditation. This is an expensive (several thousand dollars) and extremely time-intensive (weeks of preparation) process that is a priority for Eden I&R once the funding is secured.</p> <p>~ The Deputy Director attended a Health Reform Implementation Forum hosted by Alameda County Health Care Services Administration and County Social Services Agency. It was the first in a series of forums detailing the upcoming changes to health care eligibility, enrollment and retention systems in preparation for implementation of the Affordable Care Act.</p> |
| Fairs/Events/ and Outreach | <p>~ This month, 2-1-1 outreach materials were distributed to: Alameda County Social Services, Berkeley Senior Center, Family Resource Center in Emeryville, Oakland City Councilperson Lynette McElheny, Sausal Creek Outpatient Stabilization Program in Oakland, and Tree of Life Church in Oakland.</p> <p>~ The Development/Marketing Officer attended a screening of the film "The Weight of the Nation," about confronting America's obesity epidemic, held at Hayward City Hall. 2-1-1 outreach materials were distributed to attendees at a resource fair before and after the film screening.</p> <p>~ The Development/Marketing Officer distributed 2-1-1 outreach materials to college students at Berkeley City College Health Fair; to people with hearing, physical, and visual disabilities at the California Telephone Access Program Resource Fair in Oakland; and to social workers and medical staff at the Alameda Health Services (formerly Alameda County Medical Center) Social Work Resource Fair at Highland Hospital in Oakland.</p> <p>~ The Housing Outreach Coordinator distributed 2-1-1 outreach materials at a AAA meeting in Oakland.</p> <p>~ Staff participated in, and distributed 2-1-1 outreach materials, at the following events: Alameda County Developmental Disabilities Council's Transition Fair for students with developmental disabilities and their families in the City of Alameda; the East Bay Naturalization Collaborative's Citizenship Workshop in Hayward; Dublin St. Patrick's Day Festival and Heald College Resource Fair in Hayward.</p> <p>~ The Development/Marketing Officer and the 2-1-1 Program Manager made a presentation to CityServe of the Tri-Valley, a collaborative of faith-based organizations which meet regularly to strategize how to connect volunteers with nonprofits. CityServe will be assisting Eden I&R with 2-1-1 outreach in the Tri-Valley.</p> <p>~ The AIDS Housing Information Project (AHIP) Resource Specialist gave an overview of 2-1-1 during a presentation about AHIP at Camden House affordable housing complex in Oakland.</p> <p>~ The Development/Marketing Officer made a 2-1-1 presentation and distributed outreach materials to the staff of Spectrum Meals on Wheels in Pleasanton.</p> <p>~ The Housing Outreach Coordinator attended the Area on Aging Commission meeting in Oakland and spoke to the commissioners about housing and the 2-1-1 program.</p> <p>~ The Executive Director, as State Public Relations Board chair of the California Alliance of Information and Referral Services (CAIRS), coordinated and edited the Spring CAIRS Newsletter which featured stories and photos of 2-1-1 Day (2-11-13) from a variety of 2-1-1 centers (including Eden I&R).</p> <p>~ The Executive Director, along with a number of Berkeley city officials, attended the formal opening of a new City of Berkeley rental complex that is dedicated toward revitalizing the downtown area.</p> <p>~ As a 2012 inductee in the Alameda County Women's Hall of Fame, the Executive Director attended this year's 2013 event and helped welcome the new inductees, especially Ophelia Basgal, for their contributions to Alameda County and its residents.</p> <p>~ The Executive Director attended an event held by Youth Uprising that featured the documentary "Missrepresentation" that focused on how the media targets young women in their programming and advertising, and how the results affect young women's feelings about low self-worth and poor self-esteem.</p> |