EDEN I & R, Inc.

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

Noteworthy Updates
2-1-1 Resource Specialists handled 9,369 calls during the month of April and distributed 17,401 health, housing and human services referrals. Of the unduplicated callers, 80% were female, 36% were single headed households with minor children, and 37% were disabled. Additional people are also relying on Eden I&R's online health and human services resource directory. During the month of April, the online directory received 828,906 hits from 25,823 visitors. With the completion of the Tax Season, 2-1-1 assisted thousands 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 2,000 individuals were provided with over 3,400 referrals to Volunteer Income Tax Assistance (VITA) sites. In April, Eden I&R, received a grant from Kaiser Permanente to pilot a new program that will offer 2-1-1 callers in southern Alameda County information on select health education classes. Not only are we providing 2-1-1 callers with information that meets their immediate basic needs, but we are going one step further by providing them with health education classes for a healthier living community, Despite limited staff, Eden I&R attended meetings throughout the county in order to stay abreast of current and potential changes in funding for nonprofit and government service providers. Only 2-1-1 continues to track all of these service changes on behalf of the countywide advocates that depend upon Eden I&R's online, phoneline and directory of health and human services. Additionally, the housing database continues to grow as the tracking of "affordable" housing remains a critical resource for Alameda County's low income residents.

Call Information	
Call Examples	~ A woman in Alameda called to inquire about tenant rights for eviction from a transitional housing program and other transitional housing options. The caller was referred to Centro Legal de la Raza, Bay Area Legal Aid, and ECHO Housing for tenant rights information. The caller was also referred to Images on the Rise, Alpha Omega Foundation, Oakland Elizabeth House, and Building Opportunities for Self-Sufficiency for transitional housing programs.
	~ A man in Berkeley called to inquire about CalFresh (formerly food stamps), and computer related services. A CalFresh pre-screen was completed and the caller was deemed to be potentially eligible for CalFresh, so he was referred to Alameda County Community Food Bank for application information. The caller was then referred to Alameda County Computer Resource Center and The STRIDE Center for free or low cost computers, and to EASTBAY Works One-Stop Career Center and Inter-City Services for computer and related technology access and classes.
	~ A woman in Fremont called to inquire about dental care and hearing aid equipment. The caller was referred to Tri-City Health Center and Tiburcio Vasquez Health Center for dental care and to The ReCARES Network for hearing aid equipment.
	~ A woman in Hayward called to inquire about domestic violence shelter for herself and her two children. The caller was referred to the Emergency Shelter Program, A Safe Place, and Safe Alternatives to Violent Environments.
	~ A woman in Livermore called to inquire about services for her daughter who she said had bi-polar disorder and was suicidal. The caller was referred to the Crisis Support Services of Alameda County and National Suicide Prevention Lifeline hotlines; to Tri-Valley Haven and Recovery International for counseling; and to Alameda County Behavioral Health Care Services for psychiatric assessment.
	~ A man in Oakland called to inquire about rental assistance and support for a victim of a crime. The caller was referred to Season of Sharing, ECHO Housing, and Operation Dignity for rental assistance. The caller was also referred to the Victims of Crime Resource Center at the University of Pacific for victim support.
	~ A man in Pleasanton called to inquire about food assistance. The caller was referred to Tri-Valley Haven, Society of St. Vincent de Paul of Alameda County, South Hayward Parish, and Alameda County Community Food Bank for food assistance.
	~ A pregnant woman in San Leandro called to inquire about transitional housing. The caller was referred to Casa Vicentia, Alpha Omega Foundation, Acts Full Gospel Church, Covenant House, 24 Hour Oakland Parent Teacher Children Center, and Helping Hands Homes for transitional housing programs.

Caller Feedback	~ "I can't say enough about [the Resource Specialist]. She was ultra helpful, patient and kind. I called about housing and I didn't know about any of the programs. She was so helpful and she explained everything. I wish that there were more places like this, more funding for this agency. It's so easy to just call."
	~ "I always find your [Resource Specialists] have been very informative and very helpful, and I appreciate that the 2-1-1 system is here... to call on to help us out when we need it. Thank you for your time and have a happy Easter."
	~ "I just want to tell you that prior to making the call, I was pretty down and everything, actually just not even wanted to live any more. Anyway, after speaking with [the Resource Specialist] I actually feel much better than I felt before making the call. I had a very bad week, one of those weeks when you just want to crawl into the covers and not come out so much. It was just awful. Anyway, I just want to share that [the Resource Specialist] is a wonderful representative and has a way with people...thank you so much."
Staff Inservice Training Sessions	~ Alameda County Area Agency on Aging In-Service Presentation
	~ Child Protective Services and Megan's Law In-Service

Resource Information And Technology Updates	
Services Database	~ Four (4) new agencies were added in the services database this month.
	~ The services database contains 1,105 agencies and 2,803 programs.
	~ The process of updating the 416 "Non-Directory" agencies continues. So far 276 agencies have been updated.
	~ The updating of Summer Camps information was completed.
	~ The data entry of Health Education Classes and Trainings was completed.
Housing Database	~ The Housing database contains 74,322 total housing units.
	~ 75 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 828,906 hits were received by 25,823 visitors.
Technology	~ The Disaster Information database was updated and integrated with Eden I&R's Client database system in preparation for a May 24-26 county-wide disaster drill.
	~ Modifications were completed on the Client and Services database as part of a new project to provide referrals for health education classes to residents of the southern Alameda County area. That system is now live and being used by Resource Specialists.
	~ Staff participated in four webinars to evaluate possible state-wide telephony solutions. These webinars were organized by 2-1-1 California and included technical representatives from 2-1-1s throughout the state.
	~ 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. The live connection between Eden I&R's main Housing database and the system that will support the web site was configured and tested. The group also met to review and finalize the design and functionality of the web site.
	~ Staff researched various Software As a Service options in planning to move more of the agency's data off-site utilizing available cloud technologies.
	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the CETF and Alameda County Area Agency on Aging (Network of Care) web sites.

Outreach/Public Information Activities	
Meetings	~ Staff attended the Alameda County Workforce Investment Board ACCESS Steering Committee meeting to share community resources relevant to NUMMI and NUMMI affiliated dislocated workers.

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	~ Staff participated in the Kaiser Permanente of Greater Southern Alameda County Grantee orientation and presented 2-1-1 information to other grantees.
	~ The Executive Director met with, spoke to, and communicated with numerous city officials this month in order to promote continued financial and marketing support of 2-1-1. Caller statistics, demographics and anecdotes were shared along with suggestions for ways in which 2-1-1 could expand to provide additional efficiencies for municipal services.
	~ The Executive Director spoke with the Directors of Social Services Agency, Probation and Public Health in order to access whether 2-1-1 could provide additional services for their departments that would result in more streamlined, efficient and less costly processes for both their clients and their staff.
	~ Staff attended Evangelical Churches of the Hayward Area's meeting and spoke to the group of 25 about 2-1-1 and the new pilot program to provide Health Education Referrals through 2-1-1.
	~ Staff attended the U.S. Census Data Access Workshop to learn about the new American FactFinder data search tool and how to access Alameda County demographic and economic statistics.
	~ Staff attended the first Hayward Nonprofit Alliance meeting in which local Hayward-area nonprofits and businesses gathered to discuss possible collaborations and assistance for one another.
	~ The Executive Director participated in the first half of the Alameda County Public Health Department's Strategic Planning meeting during which issues related to crisis communication were discussed.
	~ The 2-1-1 Community Program Manager attended an Earn It! Keep It! Save It meeting to discuss progress and challenges with connecting 2-1-1 callers to VITA sites in Alameda County.
	~ The 2-1-1 Community Program Manager participated in the 2-1-1 California Get Connect Grant Webinar. 2-1-1's throughout California attended this webinar to discuss challenges and best practices related to CETF resources.
	~ The Housing Outreach Coordinator is working 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.
	~ Staff participated in the Oakland Office of Emergency Services quarterly meeting with CBO's which included training on the Incident Command System for Community Responders.
	~ Staff attended the Association of Contingency Planners (ACP) meeting. The topics of discussion included the Japanese Earthquake and Tsunami and San Francisco's Recovery Initiative.
	~ The Housing Outreach Coordinator facilitated a Disaster Preparedness class sponsored by the Hayward Fire Department and the American Red Cross. 2-1-1's role in a disaster was explained and flyers and magnets were distributed.
	~ The Housing Outreach Coordinator attended the Alameda County VOAD meeting in which Eden I&R is the Vice Chair.
	~ The Executive Director attended the monthly Emergency Manager's Association meeting in the Dublin Office of Emergency Services. Planning for the May Operation Independence drill was discussed by participants representing first responders (fire/police), CBO's, Special Districts, schools, and others. In addition, there was a preliminary meeting with Sheriff Ahern in preparation for this year's Urban Shield exercise.
	~ The Executive Director, as a member of the 2-1-1 California Emergency Operations Committee, participated in a statewide conference call in order to discuss the results of a statewide review of 2-1-1 center disaster plans. The goal is to standardize, as much as possible, 2-1-1 plans so that after a disaster any 2-1-1 center could be a back up center for another 2-1-1 center.
	~ The Executive Director participated in the quarterly California Alliance of Information and Referral Services (CAIRS) Board meeting during which statewide issues were discussed including: disaster back-up systems, standardizing data collection, potential new phone system coordination, and annual conference planning.
Fairs/Events/ and Outreach	~ April is Volunteer Appreciation Month. Eden I&R honored its Volunteers with a barbeque and each person who volunteered in the past 12 months received a Certificate of Appreciation. Active Volunteers received a certificate and gift donated by various local companies.
	~ The Executive Director was interviewed on KEAR 610 AM Radio. Five minute segments were aired throughout the day describing the comprehensive nature of the 24/7 phoneline service.

Fairs/Events/ and Outreach	~ The Executive Director met with Nadia Lockyer's Deputy Chief of Staff, Ruben Briones, in order to brief him about the many ways in which 2-1-1 assists residents in their county's district.
	~ Staff gave a presentation and led a tour of the 2-1-1 Call Center to a group of California State University of the East Bay nursing students.
	~ The Executive Director participated in an Alliance for Information and Referral Systems (AIRS) 211 Marketing Committee conference call during which national 211 strategies were discussed.
	~ The Executive Director represented 2-1-1 at the Get Connected Oakland press conference and launch event held at the West Oakland Union Street Oakland Housing Authority office. Get Connected is a statewide effort, funded by the California Emerging Technology Fund (CETF), whose purpose is to help eliminate the digital divide by making access to technology more affordable and accessible. 2-1-1 is a partner in Get Connected Oakland and provides low income people with information on where to get affordable computer equipment, technology training, and internet access.
	~ The City of San Leandro's Summer 2011 Activities Guide listed 2-1-1 as a resource under their "General Social Service Information" and "Housing Assistance" headings.
	~ Staff hosted a booth at 3 events to outreach to the community about the 2-1-1 service: Earn It! Keep It! Save It! Tax Event in Oakland, Oakland's Week of the Young Child Resource Fair, and Albany's Senior Resource Fair.
	~ 2-1-1 materials were provided for distribution at the following 4 events: Tri-Valley YMCA Healthy Kids Day/Pleasanton Family Earth Festival, Alameda County Community Food Bank's CalFresh 101 Training, California State University of the East Bay's African American & Latino Education Summit, and Oakland Community Action Partnership's Financial Fitness Fair.
	~ Eden I&R's 2-1-1 counterpart, United Way of the Bay Area, issued a Bay Area-wide press release: *Dial 2-1-1 for Summer Camps.*
	~ The Housing Outreach Coordinator attended the Project Homeless Connect at the St. Mary's Center, sponsored by the City of Oakland. Housing resources information from the services and housing database were provided to approximately 120 low income and homeless people during the event.
	~ Eden I&R issued a press release “Eden I&R Awarded Kaiser Permanente Grant to Expand on Health Information Resources.” Subsequently, a reporter interviewed Eden I&R’s Executive Director about the pilot program and 2-1-1 received wonderful press coverage in the Oakland Tribune, Hayward Daily Review and Fremont Argus.