

EDEN I & R, Inc.

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

Noteworthy Updates

Eden I&R is beginning its seventh year of providing 2-1-1 services in Alameda County. In the first month of the new fiscal year, 8,812 calls were handled and 15,028 health, housing and human service referrals were provided. Of the unduplicated callers, 79% were female, 35% were single-headed households with minor children, and 41% 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 July it received 118,142 hits from 9,176 visitors.

Eden I&R began Fiscal Year 2014 by reviewing its accomplishments of the prior year. These include 2-1-1 handling over 100,000 calls for the third consecutive year; a 36% increase over the previous fiscal year in the number of calls to 2-1-1 in which Resource Specialists conducted CalFresh outreach and pre-screenings; securing some new foundation funding partners; distributing over 74,000 pieces of marketing material at 104 events throughout the year; and continuing to stay abreast of the impact in the County of both realignment and health care reform and how 2-1-1 can best assist people. These and many more activities from Fiscal Year 2013 are detailed in the 2-1-1 Annual Report soon to be distributed and placed on the agency's website: www.211alamedacounty.org.

These successes were also accompanied by challenges including a reduction in, or cessation of, funding from some long-time funders; receiving several thousand more calls than 2-1-1 has the manpower to answer; maintaining, and in some cases, expanding, the agency's programs with no additional staff; and coping with the deleterious effects of federal sequestration which will impact both the agency's own funding as well as that of the programs and organizations to which 2-1-1 refers clients. Despite these challenges, Eden I&R is looking forward to a very busy and productive year while operating on yet another lean budget.

Call Information

Call Examples

~ A Fremont resident called for information regarding domestic violence and stalking. The caller said that her ex-husband had been violent towards her and that his mother was now stalking her. Her ex-husband had left her and their children with no resources. She was very nervous about calling 9-1-1 for help because she had a custody hearing coming up and did not want to deal with any additional wrath from her ex-husband by involving law enforcement. She indicated that she was not very comfortable calling agencies for help. 2-1-1 asked for, and received, permission from the caller to make a conference call to the Family Violence Law Center to help advocate for her so that she could receive various forms of assistance, including legal assistance, so that she can keep herself and her children safe. The caller was prescreened for, and referred to, the CalFresh program as she had informed 2-1-1 that she was unable to adequately feed her children and herself.

~ A Hayward resident who is the parent of a 19-year-old who was a victim of gang rape called seeking assistance for her daughter. The daughter, who suffers from emotional and psychological trauma, is homeless and working as a prostitute. The daughter refuses to live with her mother or seek help out of prostitution. The caller indicated that her daughter does not have substance abuse issues and was not connected to a pimp. The caller thought that her daughter was suffering from PTSD and needs to be medically evaluated and treated at a psychiatric facility. She was provided referrals to Alameda County Behavioral Health Care Services for mental health evaluation assistance, Alameda County Medical Center for psychiatric services, and the Homeless Action Center for benefits assistance for her daughter.

~ A woman called from Pleasanton seeking information on rental assistance and schools. The family, who had recently moved from another state, was living in an extended stay motel with two dogs. The caller said that her husband had recently gotten a union carpentry job and was paid weekly and they were in need of rental deposit assistance to move out of the motel and into an apartment. The caller was not eligible for rental assistance programs as the family did not meet the residency requirements. The caller indicated that her son was very bright and a good athlete and that he wanted to enroll in the neighborhood school, however she could not provide a home address because of the family's current living situation. She was informed about the McKinney-Vento Homeless Education Assistance Act, a federal law that ensures immediate enrollment and educational stability for homeless children and youth.

EDEN I & R, Inc.

Call Examples	~ An Oakland resident called for assistance filing for unemployment insurance, food, and legal assistance. The caller was referred to the Robert Allen Mercy House for USDA and emergency food bags, as well as to the Alameda County Community Food Bank. 2-1-1 pre-screened the caller for CalFresh and referred her to Alameda County Social Services to apply for CalFresh, and to the Legal Aid Society's Employment Law Center.
	~ A Livermore resident called on behalf of her mother, who is a single parent, for affordable housing options. The caller informed 2-1-1 that her mother is not eligible for citizenship until 2014 and that she currently has no income. The caller was provided referrals for the Davis Street Family Resource Center, Child Family and Community Services, and to the Berkeley Albany Licensed Day Care Operators Association for child care subsidies. The caller was informed about the CalFresh Program and referred to Alameda County Social Services to apply.
	~ A woman from Piedmont called for rental assistance and was provided information on the Season of Sharing (SOS) Program. Two weeks later, she called back and was frantic because she was late in picking up her messages and found that SOS had attempted to reach her on two occasions and she had missed both calls. She was in danger of becoming homeless and asked if there was a way she could contact SOS without having to reapply for the program through the phone intake again. She was provided the organization's email address.
Caller Feedback	~ "I live in Oakland, and I spoke with your operator today, as well as a couple of days ago. I would like to compliment her on her professionalism, her courtesy, her style, her empathy. She is just so concerned and she gives you as much information as she is able to give. She is very, very patient, and I just think she is marvelous. I am so happy that I had the opportunity of speaking with her. She does such an excellent, thorough, well thought out job on her calls. I appreciate it. I am in need of housing right now, I need immediate housing due to foreclosure. I like the way your operator assisted me with all the information. She is a jewel."
	~ "I live in Fremont, and I just talked to your employee. She was so nice and helpful and gave me a lot of help. I was looking for a job and she helped me...guided me. I really appreciate that."
	~ "I have lived in Oakland, California for 88 years. I would like to comment on your worker whom I just spoke to. She was very capable, very fine. And let me just say that I know good people and she is excellent, a wonderful employee. She handled the call very well, very professionally, and I couldn't leave the phone without commenting on service...this lady is excellent, she is a very responsible operator."
	~ "I just spoke with your employee, she was fantastic...lots of information. She was very patient, very caring, really took her time speaking with me, she is very good. You are lucky to have her working for you."
Staff Inservice Training Sessions	~ Working with Callers who are Victims of Domestic Violence, In-house Staff Training
	~ Pleasanton Senior Center In-Service Presentation
	~ Child Care Links In-Service Presentation
	~ CRIL In-Service Presentation

Resource Information And Technology Updates	
Services Database	~ Three new agencies were added to the services database this month.
	~ The services database contains 1,111 agencies and 2,866 programs.
	~ The process of updating the 475 Non-Directory agencies is complete.
	~ We have started the process of updating the 599 Directory agencies for the 2014 Big Blue Book and have requested by mail, fax and email that each agency update their information.
Housing Database	~ 630 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 118,142 hits from 9,176 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.
	~ MAA Time Survey reporting began and Phoneline Resource Specialists participating in the Perpetual Time Survey are now receiving daily reports showing their time spent under applicable Activity Codes.

EDEN I & R, Inc.

Technology	~ After noting that certain call statistics had significantly changed following an upgrade of the agency's call reporting software, staff have initiated a detailed review of the new reporting features and are in the process of developing a standardized and comparable method for reporting call statistics. Most important among these is the call abandonment rate.
-------------------	--

Outreach/Public Information Activities	
---	--

Meetings	~ As a member of 2-1-1 California, Eden I&R was asked to speak with Ryan McDonald from the California Coordinated Care Initiative (CCI). The Executive Director spoke at length with Mr. McDonald who wants to make sure that 2-1-1 Resource Specialists fully understand the healthcare changes about to be instituted, especially as they relate to Medi-Cal. Mr. McDonald will be presenting in-service trainings to Eden I&R staff in the near future.
	~ The Executive Director attended State Assemblymember Nancy Skinner's town hall meeting in Oakland on healthcare reform.
	~ The Executive Director presented at the monthly Alameda County City Manager's Association meeting covering the history of 2-1-1, its current capabilities, and the need for sustainable fair and equitable leveraged funding from the cities, the county, and the private sector.
	~ The Executive Director participated in the monthly Bay Area 2-1-1 Partnership meeting during which best practices and regional concerns were shared.
	~ The Executive Director attended the monthly Community Corrections Partnership (CCP) Executive Committee meeting as well as the general CCP meeting in order to stay abreast of the new realignment and reentry processes being planned for released inmates into Alameda County.
	~ The Housing Outreach Coordinator participated in the public health discussion of creating a Countywide registry for the disabled and frail elderly.
	~ 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.
	~ The Housing Outreach Coordinator is working in collaboration with the Oakland Housing Authority (OHA) to conduct 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.
	~ The Housing Outreach Coordinator attended the Aging & Disability Resource Connection (ADRC) meeting. This is a newly formed committee in Alameda County to help the aging and disabled population in Alameda County with long-term services and support.
	~ The Housing Outreach Coordinator attended the Hayward Non-Profit Alliance meeting. There were presentations about fundraising and grant writing in order to sustain much needed community services and programs.
	~ The Deputy Director participated with several other representatives from community-based organizations in a Human Services Strategic Plan Focus Group in Pleasanton. In response to the Eastern Alameda County Human Services Needs Assessment, the city's Human Services Commission is developing a Strategic Plan to better understand the community's needs, barriers to service, and collaboration opportunities and is seeking community input.
	~ The Deputy Director, Director of Information Technology, 2-1-1 Program Manager, AHIP Coordinator, and one of the 2-1-1 Phonenumber Resource Specialists met with Daniel Scott, Community Development Specialist from Alameda County Housing and Community Development. The meeting focused on Shelter Plus Care and how 2-1-1 can best refer clients to the program.
	~ The Housing Outreach Coordinator was invited to speak at the Oakland Commission on Disability to explain how 2-1-1 works and how the service helps vulnerable populations in Oakland and throughout Alameda County.
	~ The Housing Outreach Coordinator attended the Alameda County General VOAD meeting and facilitated the meeting as the new Chairperson.
	~ The Housing Outreach Coordinator facilitated an American Red Cross preparedness class for the staff of Acta Non Verba and for the Case Managers of West Coast Children's Clinic. She explained the role of 2-1-1 before, during, and after a disaster.

EDEN I & R, Inc.

Fairs/Events/and Outreach	~ 2-1-1 Marketing materials were distributed this month to Family Service Counseling Center in San Leandro, City of Oakland Friday Nights Live program at City Hall, St. Vincent de Paul/St. John's Church in San Lorenzo, Highland Hospital's Immunology Department, and Kaiser Permanente Hayward's Medical Social Work Department.
	~ The Development/Marketing Officer made presentations about 2-1-1 to two sessions of three different levels of English Language Learners at The English Center in Oakland. 2-1-1 materials were distributed to all students at this independent, post-secondary school which is also a workforce development agency. The English Center serves immigrants, international students, and professionals who need to improve their communication skills to achieve their goals and find better jobs, attend college, and improve their professional options.
	~ The Development/Marketing Officer represented Eden I&R at the 10th Annual Healthy Living Festival at the Oakland Zoo sponsored by the United Seniors of Oakland and Alameda County.
	~ The Veterans Housing Rovers participated in, and distributed 2-1-1 marketing material at, a Veterans Resource Fair in Pleasanton sponsored by State Senators Corbett and DeSaulnier.
	~ Staff participated in, and distributed 2-1-1 marketing materials at, the Downtown Hayward Street Festival.
	~ The 2-1-1 Program Manager and Development/Marketing Officer were on a panel discussing "working with homeless families" as part of the Center for the Vulnerable Child at Children's Hospital and Research Center at Oakland's monthly workshop series. 2-1-1 marketing materials were made available for Center staff to distribute to clients.
	~ Large 2-1-1 posters in English and Spanish were updated and printed for distribution to organizations and agencies for display. In July, posters were distributed to Native American Health Center, Intertribal Friendship House, and Native American Children's Center.