



Office of the City Manager

January 14, 2013

To: Honorable Mayor and  
Members of the City Council

From: Christine Daniel, City Manager

A handwritten signature in black ink, appearing to be "CD", written over the name "Christine Daniel" in the "From:" field.

Subject: **2-1-1 Phone Service (Social Services Hotline)**

Attached is the 2-1-1 Narrative Report for December 2012, including a summary of calls by city. If you have any questions, please contact Donna LaSala, Information Technology Director, at 981-6541.

cc: William Rogers, Deputy City Manager  
Mark Numainville, Acting City Clerk  
Ann-Marie Hogan, City Auditor  
Donna LaSala, Information Technology Director  
Teresa Berkeley-Simmons, Budget Manager  
Pamela Embry, Public Information Officer

## Gan, Yvette

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**From:** Cece Marin [cece@edenir.org]  
**Sent:** Wednesday, January 09, 2013 12:07 PM  
**To:** Gan, Yvette  
**Subject:** FW: 2-1-1 Monthly Report for December 2012  
**Attachments:** CitySummary\_Dec2012.pdf; CitySummary\_Dec2012\_YTD.pdf; 2-1-1 Monthly Narrative Report December 2012.pdf

Dear Berkeley Mayor, Council Members and City Manager:

During the month of December, 8,338 calls were handled by 2-1-1 Resource Specialists and 14,443 health, housing and human service referrals were distributed. Of the unduplicated callers, 81% were female, 35% were single-headed households with minor children, and 40% were disabled. The call examples below show the breadth and depth of calls handled. For the fiscal year to date (July 1, 2012 through December 31, 2012), 54,300 calls were handled by 2-1-1 and 97,227 health, housing and human service referrals were provided. Additional people are also relying on Eden I&R's online health and human service resource directory; in December it received 87,888 hits from 9,535 visitors. For the fiscal year to date, the online directory has received 582,856 hits from 66,321 visitors.

2-1-1 provided a variety of services during the holiday season to assist low-income individuals and their families. 2-1-1 handled 726 calls requesting information about holiday programs and provided 1,426 referrals. For the City of Berkeley, 2-1-1 registered 292 households for the City's Toys for Tots program.

Over the last few months, 2-1-1 Resource Specialists have unfortunately seen an increase in the number of domestic violence related calls, particularly cases where the caller reports their spouse/partner is threatening to abduct their children. Often the callers report they are afraid to call 911 and turn to 2-1-1 instead. These calls are illustrative of the 2-1-1 Resource Specialists' ability to calmly and efficiently assist callers, often acting as a liaison between the caller and 911, and providing resources such as emergency shelter, food and clothing, that the callers so desperately need.

Another trend is callers who have never had to seek assistance before. Due to a variety of circumstances, formerly middle class people now find themselves in need of food, rental and utility assistance, job placement, etc. In particular, 2-1-1 has been receiving more requests from people in need of food who can't afford transportation to food banks and other resources. Transport can be especially challenging for formerly middle class individuals as they may reside in affluent neighborhoods that are harder to access via public transportation. Transportation is also an issue for callers who are not seniors or disabled. This has resulted in many callers inquiring about what agencies can deliver food to them as they have no means of getting it for themselves.

December is a time when many of our long-term elected officials leave office and pursue other goals in their lives. We extend our thanks to these men and women for their public service and their support of nonprofit agencies like Eden I&R. We look forward to forging partnerships with the newly elected officials throughout the County as we work together to link people to the resources they need to be stable, healthy, productive members of the community.

Attached are the complete 2-1-1 Narrative and Statistical Reports for the month of December 2012 which contain the information above as well as the remainder of the activities and statistics for the 2-1-1 program. If you have any questions or problems with the attachments, please let me know.

Thank you for your continued support of 2-1-1.

Sincerely,

Barbara Bernstein  
Executive Director  
Eden I&R, Inc., 570 B Street, Hayward, CA 94541  
Phone: 510-537-2710 ext 8

**Alameda County Summary By City**

**12/1/2012 Through 12/31/2012; 2-1-1**

|                     | <sup>1</sup> Total<br>Calls | <sup>2</sup> Client<br>Calls | <sup>3</sup> General<br>Calls | <sup>4</sup> Un-<br>duplicated<br>Clients | Disabled<br>Clients | Male<br>Clients | Female<br>Clients | <sup>5</sup> Youth<br>Under<br>18 | Single<br>Mom W/<br>Minor<br>Children | Referrals<br>Housing Service |              |
|---------------------|-----------------------------|------------------------------|-------------------------------|---|---------------------|-----------------|-------------------|-----------------------------------|---------------------------------------|------------------------------|--------------|
| Alameda             | 197                         | 112                          | 85                            | 81  | 34                  | 12              | 69                | 40                                | 31                                    | 37                           | 347          |
| Albany              | 26                          | 9                            | 17                            | 8   | 3                   | 2               | 6                 | 5                                 | 2                                     | 3                            | 37           |
| Berkeley            | 650                         | 375                          | 275                           | 165                                       | 84                  | 43              | 122               | 66                                | 44                                    | 124                          | 931          |
| Castro Valley       | 78                          | 46                           | 32                            | 36  | 14                  | 7               | 29                | 18                                | 13                                    | 26                           | 122          |
| Dublin              | 59                          | 26                           | 33                            | 16  | 7                   | 2               | 14                | 11                                | 7                                     | 8                            | 91           |
| Emeryville          | 45                          | 24                           | 21                            | 19  | 10                  | 6               | 13                | 9                                 | 4                                     | 18                           | 69           |
| Fremont             | 328                         | 184                          | 144                           | 129                                       | 50                  | 33              | 96                | 68                                | 40                                    | 106                          | 510          |
| Hayward             | 1008                        | 571                          | 437                           | 429                                       | 162                 | 84              | 345               | 238                               | 149                                   | 313                          | 1729         |
| Livermore           | 151                         | 99                           | 52                            | 76  | 19                  | 16              | 60                | 52                                | 27                                    | 23                           | 294          |
| Newark              | 91                          | 57                           | 34                            | 46  | 14                  | 7               | 39                | 28                                | 15                                    | 31                           | 150          |
| Oakland             | 3829                        | 2129                         | 1700                          | 1480                                      | 621                 | 271             | 1209              | 786                               | 569                                   | 1185                         | 6291         |
| Piedmont            | 0                           |                              |                               | 0   | 0                   | 0               | 0                 | 0                                 | 0                                     | 0                            | 0            |
| Pleasanton          | 49                          | 28                           | 21                            | 24  | 4                   | 9               | 15                | 11                                | 7                                     | 10                           | 102          |
| San Leandro         | 489                         | 309                          | 180                           | 226                                       | 78                  | 42              | 184               | 114                               | 71                                    | 122                          | 867          |
| San Lorenzo         | 59                          | 38                           | 21                            | 26  | 8                   | 2               | 24                | 17                                | 12                                    | 30                           | 99           |
| Sunol               | 0                           |                              |                               | 0   | 0                   | 0               | 0                 | 0                                 | 0                                     | 0                            | 0            |
| Union City          | 106                         | 75                           | 31                            | 59  | 17                  | 11              | 48                | 33                                | 19                                    | 53                           | 146          |
| Other               | 1173                        | 110                          | 1063                          | 84  | 37                  | 16              | 68                | 28                                | 19                                    | 112                          | 447          |
| <b>Grand Total:</b> | <b>8338</b>                 | <b>4192</b>                  | <b>4146</b>                   | <b>2904</b>                               | <b>1162</b>         | <b>563</b>      | <b>2341</b>       | <b>1524</b>                       | <b>1029</b>                           | <b>2201</b>                  | <b>12232</b> |

1. Total Calls: The total of Client Calls and General Calls for the reporting period.
2. Client Calls: The number of times Clients called during the reporting period.
3. General Calls: The number of callers who did not provide demographic information, birth date, and full address.
4. Unduplicated Clients: The number of unduplicated clients who called during the reporting period. These are callers willing to provide demographic information, birth date, and full address.
5. Youth Under 18: The total number of children under the age of 18 living with the Unduplicated Clients.

**Alameda County Summary By City**

**7/1/2012 Through 12/31/2012; 2-1-1**

|                     | <sup>1</sup> Total<br>Calls | <sup>2</sup> Client<br>Calls | <sup>3</sup> General<br>Calls | <sup>4</sup> Un-<br>duplicated<br>Clients | Disabled<br>Clients | Male<br>Clients | Female<br>Clients | <sup>5</sup> Youth<br>Under<br>18 | Single<br>Mom W/<br>Minor<br>Children | Referrals<br>Housing Service |              |
|---------------------|-----------------------------|------------------------------|-------------------------------|---|---------------------|-----------------|-------------------|-----------------------------------|---------------------------------------|------------------------------|--------------|
| Alameda             | 1479                        | 773                          | 706                           | 380                                       | 153                 | 75              | 305               | 191                               | 130                                   | 439                          | 2622         |
| Albany              | 136                         | 42                           | 94                            | 33  | 12                  | 9               | 24                | 14                                | 6                                     | 31                           | 208          |
| Berkeley            | 3468                        | 1765                         | 1703                          | 748                                       | 361                 | 210             | 538               | 280                               | 201                                   | 1080                         | 5175         |
| Castro Valley       | 661                         | 344                          | 317                           | 219                                       | 79                  | 34              | 185               | 110                               | 71                                    | 175                          | 1154         |
| Dublin              | 357                         | 165                          | 192                           | 105                                       | 39                  | 17              | 88                | 54                                | 30                                    | 83                           | 590          |
| Emeryville          | 306                         | 141                          | 165                           | 88  | 36                  | 18              | 70                | 31                                | 21                                    | 132                          | 545          |
| Fremont             | 2655                        | 1467                         | 1188                          | 789                                       | 281                 | 185             | 602               | 432                               | 243                                   | 850                          | 4204         |
| Hayward             | 7166                        | 3877                         | 3289                          | 2115                                      | 761                 | 410             | 1705              | 1145                              | 722                                   | 2485                         | 12157        |
| Livermore           | 1050                        | 596                          | 454                           | 366                                       | 124                 | 75              | 291               | 210                               | 121                                   | 210                          | 1928         |
| Newark              | 632                         | 370                          | 262                           | 218                                       | 78                  | 45              | 173               | 125                               | 72                                    | 210                          | 995          |
| Oakland             | 24108                       | 12079                        | 12029                         | 6343                                      | 2523                | 1351            | 4990              | 3204                              | 2268                                  | 8837                         | 38343        |
| Piedmont            | 14                          | 3                            | 11                            | 3   | 0                   | 1               | 2                 | 1                                 | 1                                     | 0                            | 22           |
| Pleasanton          | 414                         | 207                          | 207                           | 127                                       | 29                  | 28              | 99                | 61                                | 37                                    | 109                          | 728          |
| San Leandro         | 3280                        | 1949                         | 1331                          | 1064                                      | 355                 | 202             | 862               | 531                               | 372                                   | 1087                         | 5856         |
| San Lorenzo         | 384                         | 231                          | 153                           | 123                                       | 34                  | 22              | 101               | 74                                | 50                                    | 227                          | 660          |
| Sunol               | 0                           |                              |                               | 0   | 0                   | 0               | 0                 | 0                                 | 0                                     | 0                            | 0            |
| Union City          | 1003                        | 660                          | 343                           | 357                                       | 111                 | 64              | 292               | 192                               | 127                                   | 432                          | 1556         |
| Other               | 7187                        | 777                          | 6410                          | 516                                       | 227                 | 105             | 411               | 169                               | 102                                   | 943                          | 3154         |
| <b>Grand Total:</b> | <b>54300</b>                | <b>25446</b>                 | <b>28854</b>                  | <b>13594</b>                              | <b>5203</b>         | <b>2851</b>     | <b>10738</b>      | <b>6824</b>                       | <b>4574</b>                           | <b>17330</b>                 | <b>79897</b> |

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**2-1-1 Alameda County Monthly Narrative Report: December 2012**

**Noteworthy Updates**

During the month of December, 8,338 calls were handled by 2-1-1 Resource Specialists and 14,443 health, housing and human service referrals were distributed. Of the unduplicated callers, 81% were female, 35% were single-headed households with minor children, and 40% were disabled. The call examples below show the breadth and depth of calls handled. For the fiscal year to date (July 1, 2012 through December 31, 2012), 54,300 calls were handled by 2-1-1 and 97,227 health, housing and human service referrals were provided. Additional people are also relying on Eden I&R's online health and human service resource directory; in December it received 87,888 hits from 9,535 visitors. For the fiscal year to date, the online directory has received 582,856 hits from 66,321 visitors.

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Over the last few months, 2-1-1 Resource Specialists have unfortunately seen an increase in the number of domestic violence related calls, particularly cases where the caller reports their spouse/partner is threatening to abduct their children. Often the callers report they are afraid to call 911 and turn to 2-1-1 instead. These calls are illustrative of the 2-1-1 Resource Specialists' ability to calmly and efficiently assist callers, often acting as a liaison between the caller and 911, and providing resources such as emergency shelter, food and clothing, that the callers so desperately need.

Another trend is callers who have never had to seek assistance before. Due to a variety of circumstances, formerly middle class people now find themselves in need of food, rental and utility assistance, job placement, etc. In particular, 2-1-1 has been receiving more requests from people in need of food who can't afford transportation to food banks and other resources. Transport can be especially challenging for formerly middle class individuals as they may reside in affluent neighborhoods that are harder to access via public transportation. Transportation is also an issue for callers who are not seniors or disabled. This has resulted in many callers inquiring about what agencies can deliver food to them as they have no means of getting it for themselves.

December is a time when many of our long-term elected officials leave office and pursue other goals in their lives. We extend our thanks to these men and women for their public service and their support of nonprofit agencies like Eden I&R. We look forward to forging partnerships with the newly elected officials throughout the County as we work together to link people to the resources they need to be stable, healthy, productive members of the community.

**Call Information**

|                             |  |
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| <p><b>Call Examples</b></p> | <p>~ A 73-year-old physically disabled and blind individual who lives alone in San Lorenzo called for information on an agency that would pick up some furniture she wanted to donate. The caller was referred to the International People's Democratic Uhuru Movement for the donation. During the course of the call the 2-1-1 Resource Specialist realized that the caller needed assistance with services. This caller lived in a low-income senior complex but was unhappy there and wanted to move to another development, so she was referred to the waiting lists for the Josephine Lum Lodge and Eden Issei Terrance housing complexes. The caller was also short on money for food and was referred to the New Life Christian Church, Full Gospel Mission Ministries, New Birth Christian Ministry Center, All Saints Episcopal Church, Davis St. Family Resource Center, and San Lorenzo Family Help Center as well as the Alameda County Food Bank for food. The caller was also referred to the CalFresh program.</p> |
|                             | <p>~ A self-employed single mother of two small children residing in Pleasanton called for low-income housing listings. The caller was referred to the Maple Square Apartments in Fremont since there was no available housing in Pleasanton that met her income requirements. As per the caller's request, referrals were provided for Alameda County Housing Authorities for Livermore and Hayward for additional information on Section 8.</p>  |
|                             | <p>~ An Emeryville resident supporting herself on unemployment benefits called for information on assistance with dealing with a sewage problem in her rental unit that her landlord was not acting on. The caller was referred to East Bay Community Law Center, Centro Legal de la Raza and Bay Area Legal Aid for tenant rights counseling and Alameda County Environmental Health Department for reporting hazardous waste.</p>  |

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| <b>Call Examples</b>                               | ~ A veteran living in the city of Alameda called for help with the property tax bill for his condo. The caller's income was under \$900 a month and the condo was paid for, but he was in danger of losing it if he did not come up with the money he owed the IRS. 2-1-1 referred the caller to Catholic Charities Cassidy program, Hillview Baptist Church, St. Vincent de Paul, and was given information on his likely eligibility for CalFresh to help him afford his monthly food.  |
|  | ~ A Livermore resident called for information for her adult niece who was homeless and had arrived at the aunt's home the night before. The niece had voiced thoughts of wanting to hurt her grandmother and was fearful that she would act out her thoughts. The niece has a history of abuse, removal from the family home and living in foster care which the caller believed had resulted in her niece having serious mental trauma. The niece had been hearing voices and had been talking to herself. The caller did not want her niece to know that she was seeking help on her behalf as she did not want the niece to return to the streets. The caller was provided referrals to ACCESS for evaluation and central intake/assessment and Mental Health Association for mental health advocacy. The caller was also encouraged to help her niece apply for General Assistance, Cal Fresh Program and HealthPAC because the niece had no financial resources. |
|  | ~A Dublin resident who is a victim of domestic violence and the mother of three small children called for information on rental assistance programs to help with rent and deposit to move since she had some medical problems that resulted in a loss of income and put her behind in her bills. She was referred to Operation Dignity and Season of Sharing.   |
|  | ~ A homeless 18-year-old teen residing in Hayward (having recently just arrived from out of state) called for information on family planning, shelter and food. The caller was referred to ACCESS Women's Health Justice Program and Planned Parenthood Mar Monte, YEAH and Covenant House youth shelters, and was pre-screened and referred to the CalFresh program for food.  |
|  | ~ A single mother of two small children residing in Oakland called for assistance with rental deposit information to move and Christmas toys for her children. The caller was referred to ECHO Housing, Operation Dignity and Season of Sharing for the deposit, and City Team Ministries and Allen Temple Baptist Church for toys.   |
|  | ~A 68-year-old single, Mandarin speaking resident of Fremont called for information on low-income senior housing and employment to supplement her social security income, so that she can afford to move out of her children's home. There was no available senior housing referral available in the Fremont area, which is what the caller requested, so the caller was encouraged to call 2-1-1 back to check on any new waiting lists that might open up in that area. For assistance with employment, the caller was referred to the East Bay Works One-Stop Career Center and Self-Help for the Elderly. She was also referred to the Fremont Family Resource Center for additional assistance.  |
| <b>Caller Feedback</b>                             | ~ "I spoke with your operator just a few moments ago in regards to my mother-in-law's housing needs. I just want to let you know that she was very helpful and steered me in the right direction... I am so thankful that I called."  |
|  | ~ "I just want to say I received excellent service, thank you. Keep up the good work and Happy Holidays."   |
|  | ~ "The information that you provided me was excellent. I got plenty of referrals. Your employee was very friendly, and very understanding, and she listened to what I had to say, she did not talk over me, she was very polite and very courteous to me. I am very satisfied with the service that I received."  |
|  | ~ "I want to thank you, Alameda County 2-1-1, for being so resourceful and for your 2-1-1 hotline. I received information on energy efficient appliances and installation and available apartments for rent."   |
| <b>Staff In-service Training Sessions</b>          | ~ Shelter Plus Care In-service Presentation   |
|  | ~ Turbo Tax Training for 2-1-1 Supervisors  |
|  | ~ Turbo Tax Training for 2-1-1 Phonenumber Staff  |
|  | ~ 2-1-1 Database Taxonomy Training  |
| <b>Resource Information And Technology Updates</b> |   |
| <b>Services Database</b>                           | ~ One agency was added in the services database this month.   |
|  | ~ The services database contains 1,105 agencies and 2,843 programs.   |
|  | ~ The process of updating and proofreading the 599 "Directory" agencies is complete.  |



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| <b>Housing Database</b>                       | ~ The housing database contains 77,614 total housing units.  |
|   | ~ 104 new units were added to the housing database this month.   |
|   | ~ Housing subscriptions (mail, PDF and OHIP) with the inventory of available units in Alameda County were sent to community-based organizations in Alameda and San Francisco counties.   |
| <b>Online Services Website</b>                | ~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at <a href="http://www.edenir.org">www.edenir.org</a> and <a href="http://www.2-1-1alamedacounty.org">www.2-1-1alamedacounty.org</a> , and <a href="http://www.alamedaco.info">www.alamedaco.info</a> . This month the Online Services Directory received 87,888 hits from 9,535 visitors.  |
| <b>Technology</b>                             | ~ Eden I&R has launched its newly redesigned website, built with the technical assistance of a volunteer from California State University East Bay. The site, which can be found at <a href="http://www.edenir.org">www.edenir.org</a> and <a href="http://www.2-1-1AlamedaCounty.org">www.2-1-1AlamedaCounty.org</a> , is easier to read and features a search capability for programs and services on the home page. It is designed to be more client and user-centric.  |
|   | ~ Staff performed routine software and hardware maintenance, updated the agency website, and provided updated services data for the Online Service Directory.  |
|   | ~ Staff attended a one-day Avaya telephony conference and reviewed new technology related to the Avaya phone systems.  |
|   | ~ Programming was added to the phone system to accommodate the Turbo Tax Program so that callers dialing the Turbo Tax 800 number will be directed to 2-1-1 Resource Specialists logged into that hunt group.  |
|   | ~ As part of the agency's ongoing staff training, the IT staff provided a training session about the AIRS/InfoLine Taxonomy of Human Services and how it is used in the Eden I&R Services Database for classifying the types of services offered by listed programs. The Taxonomy system is the primary means by which Resource Specialists locate the services being requested by callers.  |
| <b>Outreach/Public Information Activities</b> |  |
| <b>Meetings</b>                               | ~ As a member of the statewide 2-1-1 CA Governance & Cohesion Task Force, the Executive Director participated in several statewide conference calls focused on re-evaluating and enhancing the 2-1-1 CA structure now that 2-1-1 centers are increasing in numbers, needs, and capabilities.   |
|   | ~ As a member of the regional Bay Area 2-1-1 Partnership, the Executive Director discussed ways in which to update the MOU between Eden I&R, the United Way of the Bay Area, and by extension, the Contra Costa Crisis Center.   |
|   | ~ The Executive Director and Deputy Director attended the Community Corrections Partnership and ReEntry monthly meetings in order to stay abreast of the current provision of and need for services of this population.  |
|   | ~ The Executive Director hosted a tour for the Director of the Contra Costa 2-1-1 service, provided by that county's Crisis Center. The Alameda County and Contra Costa 2-1-1 centers work very closely together, transferring appropriate calls to one another, sharing data, and preparing for possible disaster situations.   |
|   | ~ The Executive Director visited the Sonoma 2-1-1 Center that is located in Santa Rosa. Jim Bray, Director of Community Services for the Volunteer Center of Sonoma, gave a tour of the 2-1-1 operations and explained how their 2-1-1 is managed by a partnership between the Volunteer Center (which provides staff, training and oversight), the United Way of the Wine Country (which provides partial funding and marketing), and the Health & Human Services County Department (which provides FREE space, office equipment including computers and telephone equipment, and assumes the cost of the phone service). |
|   | ~ The Executive Director hosted a tour for the Director of Corporate & Foundation Relations for the Alameda County Health Care Foundation. Some of the discussion items included: increasing the promotion of 2-1-1 services throughout the Alameda County Medical Centers; working on possible child obesity projects along with Kaiser Permanente; assisting John George patients in need of housing who are transitioning out of institutional care; as well as increasing information & referral services within Emergency Rooms.  |
|   | ~ The Executive Director worked with the United Way of the Bay Area to renegotiate and sign the 2013 Earned Income Tax Credit (EITC) contract allowing for the ongoing use of 2-1-1 to direct Alameda County residents to their most convenient VITA site starting in January 2013.  |

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|  | <p>~ Several administrative staff members worked together to negotiate and solidify the 2013 Intuit Turbo Tax contract. This is a statewide contract whereby Eden I&amp;R handles call from low-income people in need of free assistance preparing tax returns. Intuit provides free tax preparation sites, computers and training for those individuals who meet the eligibility guidelines. Eden I&amp;R assists in eligibility screening and tax preparation site referrals and appointments.</p> <p>~ The Deputy Director attended the monthly Alameda County Workforce Investment Board ACCESS committee meeting and presented information and recent trends seen by 2-1-1 regarding employment-related issues.</p> <p>~ The Housing 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 Coordinator is working in collaboration with the Oakland Housing Authority (OHA) to do outreach to rental property owners, on a monthly basis, to inform them of the opportunities with OHA and Eden I&amp;R. Through this outreach property owners throughout the County are able to list their properties with Eden I&amp;R at no cost.</p> <p>~ The Housing Coordinator and Deputy Director attended a meeting with the Alameda County Human Resources Department to discuss respective organizational roles during a disaster with regard to Emergency Volunteer Centers.</p> <p>~ The Housing Coordinator is working in collaboration with the East Bay Rental Housing Association (EBRHA) to do outreach to Rental Property Owners and inform them of the opportunities with EBRHA and Eden I&amp;R.</p> <p>~ The Housing Coordinator participated in the Public Health discussion of creating a Countywide registry for the disabled and frail elderly.</p> <p>~ The Housing Coordinator attended the Housing Authority of Alameda County FSS Program Study meeting. Discussion centered around the success of referring 2-1-1 callers to the FSS Program and other Housing Authority programs.</p> <p>~ The Housing Coordinator and Deputy Director, along with other community-based organizations, Hayward City officials, and police officers, did a "walkabout" in downtown Hayward to meet and talk to some of the homeless population. The Housing Coordinator passed out business cards and information on 2-1-1 and explained that the calls are free when using a pay phone.</p> <p>~ As Chairperson, The Housing Coordinator facilitated the monthly Tri-Valley Housing Scholarship board meeting.</p> |
| <p><b>Fair, Events, and Outreach</b></p> | <p>~ The Development/Marketing Officer and 2-1-1 Program Manager made a presentation at an in-service training session for staff and clients of Valley Wellness Center in Pleasanton, a program of Bay Area Community Services. This session was the first of several offered in a concerted effort to inform service providers in Pleasanton about the full range of the 2-1-1 communication system.</p> <p>~ 2-1-1 outreach materials were distributed to It Is Vapor 5 and Kraski's Nutrition, two businesses that were visited by the Deputy Director and Housing Outreach Manager on a "walkabout" through Downtown Hayward with members of City staff other service providers.</p> <p>~ 2-1-1 outreach materials were requested by, and provided to an Oakland-based marriage and family therapist in private practice.</p> <p>~ The Executive Director proudly represented the agency at Nancy Nadell's goodbye party at Oakland City Hall. Ms. Nadell served as West Oakland's city councilmember for many years and she was a big supporter of Eden I&amp;R. Her dedicated service to her primarily low-income, minority neighborhood districts will be missed.</p> <p>~ The Executive Director attended the annual Multi-Cultural Chambers of Commerce event held at the Oakland Coliseum. This is a wonderful event that includes elected officials, business owners, and government and community-based organization (CBO) representatives who have the opportunity to share new highlights and express current community needs in an informal atmosphere. The food and drinks were great, too!</p> <p>~ The Executive Director attended the annual Eden Medical Center holiday party which included several chambers of commerce from throughout the county. The networking between older and new community partners was terrific, as was the food and beautiful décor of the new medical center.</p> <p>~ The Executive Director attended County Supervisor Richard Valle's holiday party at his Hayward location. It was a well attended event that provided the opportunity to catch up with local elected officials, other CBO directors, and members of the community.</p>   |



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| <b>Fair, Events, and Outreach</b> | ~ The Housing Coordinator attended the Annual Dublin Chamber of Commerce Holiday Mixer. She met with Dublin business owners and explained how the 2-1-1 communication system works.                |
|                                   | ~ The Housing Coordinator facilitated a Housing Workshop for Center for Independent Living at its Fruitvale office, speaking to a group of bilingual and monolingual Spanish speakers.             |
|                                   | ~ The Housing Coordinator attended the Kaiser Permanente Disaster Preparedness fair for the employees. 2-1-1 material was given to all participants.   |
|                                   | ~ The Housing Coordinator attended the 6th Annual East Bay Rental Housing Association Tradeshow. She was able to meet with new and current landlords as well as new and current industry partners. |