

2014 Outreach Report January - December

Tri-County Independent Living held two annual events during the first six months of the year.

1) 7th Annual Humboldt Pie fundraiser – April 5, 2014 • Wharfinger Building, Eureka

This event was held at the Wharfinger Building in Eureka on April 5th. This is our main fundraiser, and this year we made almost \$3,000.

New this year was a pie making demonstration presented by Chef Shelby Bryan from McKinleyville, and of course, the ever popular pie eating contest.



2) 8th Annual Disability & Senior Expo – June 6, 2014 • Adorni Center, Eureka

Sponsors were: Humboldt Redwood Company (\$500), Redwood Coast Music Festival (\$300), Redwood Capital Bank, Bear River Band of Rohnerville Rancheria, St. Joseph Health – Humboldt, Hospice of Humboldt (\$250 each), Patterson Connors Insurance (\$100), and Humboldt County IHSS Advisory Committee (\$75).

Tri-County was one of six non-profit organizations to receive a grant from the Redwood Coast Music Festival (pictured at right)



At the Disability Expo, 30 service agencies and organizations distributed information and had interactive displays, highlighting programs, services, and products to enhance independence and encourage aging with dignity. Food for sale was offered by PJS Love, an organization raising money to cover medical costs for a Fortuna boy.

Participants included:

- Aligning Forces Humboldt (Our Pathways to Health)
- Area 1 Agency on Aging
- California Department of Rehabilitation
- Caltrans Disability Advisory Committee
- California MENTOR
- California United homecare Workers (CUHW)
- Changing Tides Family Services
- College of the Redwoods Student disability Services & Programs
- Elite Caregivers
- Hospice of Humboldt
- Humboldt & Pacific Caregivers
- Humboldt County IHSS Advisory Committee
- Humboldt County IHSS Care Provider Registry
- Humboldt Domestic Violence Services
- Legal Services of Northern California
- Light house of the North Coast
- Lutheran Home for the Aging
- The Low Vision Store
- Making headway Center for Brain Injury Recovery
- Reaching for Independence



- Reading Service of the Redwoods
- Redwood Coast Regional Center
- Redwood Independence Inc.
- St. Joseph health – Humboldt County
- Social Security Administration
- State Council on Developmental Disabilities
- Tower Garden
- Tri County independent Living
- Vector Rehabilitation & Aquatic Center
- Visiting Angels



Media (Jan – June)

Paid television outreach.



Message featured Tri-County Independent Living Executive Director Chris Jones and was directed toward businesses being accessible. Outreach was broadcast on KAEF TV (Good Morning America, the View, Judge Judy etc), FOX, KIEM TV, and Suddenlink (Arts & Entertainment, History, Discovery, MSNBS, and CNN). The

message ran for a three month period (March, April & May)

Earned media (Jan. – June)

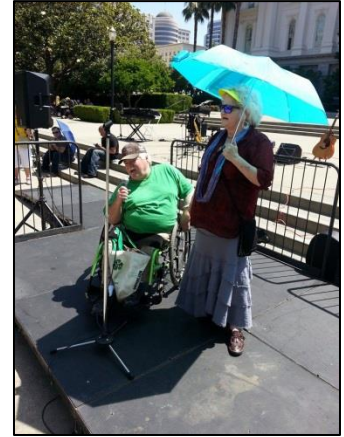
- Tri-County independent Living Executive Director Chris Jones ADA article in Mad River Union newspaper (January 21, 2014)
- Attend & speak at Humboldt County Board of Supervisors on ADA issues (January 7, 2014 & February 4, 2014)
- Tri-County Independent Living featured in article published in the State Independent Living Council's February 2014 newsletter

Miscellaneous Outreach (Jan. – June)

- Medi-Cal Managed Care and Service Animals Workshop held on March 21, 2014 at the First Presbyterian Church in Eureka. Presented by Todd Higgins, Disability California



- Tri-County independent Living was honored as a “Super hero by Jitter Bean Coffee Company, which donated a portion of coffee sales on March 15, 2014. Tri-County received a check for \$640.00
- Met with representatives of Caltrans regarding installation later this summer of a new pedestrian beacon on Highway 101 north of Crescent City.
- Tri-County independent Living Systems Change Advocate Cindy Calderon attended the 11th Annual Disability Capitol Action Day in Sacramento on May 21, 2014. (photo at right, with Charlie Bean)
- Tri-County Independent Living staff attended the Northwest Committee for Employment of People with Disabilities 21st Annual recognition awards luncheon May 29, 2104 at the Wharfinger Building in Eureka.



3) Building Bridges

One highlights of the second half of 2014 was the Building Bridges event held at Tri-County Independent Living on October 23, 2014.

The gathering was attended by 23 non-profit groups and social service agencies and was a successful networking opportunity for learning more about the variety of services available for persons with disabilities in our community.

Each organization brought outreach materials (brochures etc.) describing specific services offered, upcoming workshops etc. and shared that information with others attending the event.

A post-gathering Resource Directory was compiled by Tri-County’s Outreach Coordinator, listing all groups which attended and the specific services available. The informative Directory was distributed to all who attended, and additional copies are available upon request for consumers, members of the public etc. (Building Bridges Resource Directory attached to this report)

A follow-up survey confirms the desire for a similar collaborative event to be held at least on an annual basis, and Tri-County is planning to host Building Bridge # 2 in October of 2015.

Nearly 50% of those who attended responded to the follow-up survey. I have attached the complete survey response to this report. Here is a summary of some of the responses:

Mental Health Advocate Steve Infantino said, “It would have taken months or years in the course of my regular job to accumulate all of the agency contacts I did within an hour. This will continue to be helpful in the future.”

Deborah Kindley of the State Council on Developmental Disabilities said, “Even though I interact with many agencies in the county, there is so much more out there that I do not have knowledge of or access to. When I assist clients, knowledge is so important or at least knowing who to contact for accurate information.”

Daniel Birmingham from Area 1 Agency on Aging said, “Thank you for providing this event and a space to share information. this will help us all to better serve our community as professionals.”

Michelle Radcliff Garcia of the California Telephone Access Program said, “It was helpful letting me know what other programs are available and also in letting them know about our program.”

“This event was very helpful for me and my organization,” said Alex Tooker of 2-1-1 Humboldt. “I am new to 2-1-1 Humboldt, so I do not know all the resources that are in my database,” she added. “Getting to see and hear from some of the organizations that are in my database let me put faces with names and identify who offer what at their agency and in Humboldt County,” she said.

4) 2-1-1 Humboldt Information Corrected



And speaking of 2-1-1 Humboldt...the inaccurate information listed regarding services provided by Tri-County Independent Living, has finally been removed, and corrected information has been posted. The inaccurate information on 2-1-1 Humboldt was first noticed in September 2013 (!!) and corrected information posted on November 21, 2014. The ability to correct that information was the relationship that was formed between Tri-County Independent Living and 2-1-1 Humboldt at the Building Bridges event.

The Americans with Disabilities Act (ADA) continued to be a focus during the second half of 2014.

5) ADA Packets to Chamber of Commerce

As part of a targeted educational outreach effort, ADA informational packets were distributed to all Humboldt County Chambers of Commerce (Arcata, Blue Lake Eureka, Ferndale, Fortuna, Garberville-Redway, McKinleyville, Rio Dell-Scotia, Trinidad, and Willow Creek) in August.

The Chambers of Commerce packets included the Small Business Primer booklet, a complete ADA accessibility checklist for business, ADA tax incentives, ADA lawsuit response tips, suggestions on how to make a retail business disability-friendly (from AT Network), and a Department of Rehabilitation CD on how to make business accessible.

In addition, a pre-written article on the ADA was included for use in Chambers of Commerce newsletters.

In a pro-active step, the Fortuna Chamber of Commerce has posted an ADA notice on their website which says: **Updated ADA Materials From Tri-County Independent Living are now available.** Stop by the Chamber office at 14th & Main, Fortuna between 9:30 and 5 p.m. Monday through Friday and we can make copies of what you need. This notice is posted on the Chamber's home page.

6) ADA Picnic – July 2014



Tri-County Independent Living hosts an annual picnic in July at Sequoia Park to celebrate the signing of the Americans

with Disabilities Act (ADA) and this year that gathering was held on July 31st.

7) Department of Justice Comes to Humboldt County

Dov Lutzger and Ame Eduardo (she was involved with this matter when the settlement was reached with Humboldt County in 2008). The two DOJ representatives used the Tri-County Independent Living office in Eureka as a home-base, while hearing from disabled consumers about accessibility in Humboldt County. They also visited the Humboldt County Library. Charlie Bean shared with the representatives, a copy of Humboldt County's accessibility work plan (and what has been accomplished so far (not much)

After a meeting between TCIL Executive Director and Humboldt County Board of Supervisors Virginia Vass and Mark Lovelace, it became clear that the County was concerned about the DOJ visit, and was not up to date on the current situation (cost to fix ADA and other accessibility barriers). Jones suggested the County consider hiring an ADA coordinator to oversee the process. That has not happened.

In September, the DOJ was still gathering information on the Humboldt County settlement, and was asking to hear from more people about accessibility to County buildings, services, and programs.

8) Charlie Bean Joins Tri-County Independent Living



Charlie Bean came on board in July as an ADA “ambassador.” He is currently an active advocate for the disability community, and he will keep the spotlight on the ADA. Charlie hopes to get more people involved and active in ADA issues and encourage stronger collaboration between agencies and organizations. He will also work with local government and agencies to identify ADA needs in the

community.

He participated in a three-hour tour of the Humboldt County Courthouse in September and shared the information gathered with the Department of Justice, with regard to the 2008 settlement agreement regarding

accessibility to Humboldt County facilities and programs. Indications are the main problems are doors, signage, and counter heights. Future buildings to be toured include the Clarke Complex and the Department of health & Human Services on Koster.

Charlie is interested in spearheading Tri-County's celebration of the 25th Anniversary of the ADA in July 2015, by planning a bigger event than just a picnic in Eureka's Sequoia Park. Plans are still being discussed.

He has also written My Word Columns for the Times Standard newspaper, such as the January 4, 2015 submission on the upcoming 25th Anniversary of the ADA.

9) Holidays

Instead of an annual Holiday Open House at Tri-County Independent Living, this year, staff and the Board were invited to a luncheon at Gonsea restaurant in Eureka. The luncheon was held on December 10th. Additionally, a staff photo was taken and used to create holiday cards, which were mailed to supporters, state and federal agencies, local vendors who participate in Tri-County special events, and others.



Earned media (July – Dec.)

- DOJ visit – TS article 7/10/14
- ADA My Word 7/25/14
- ADA picnic event listed in TS 7/31/14
- My Word Chris use of word :handicapped” vs “disabled” 10/1/14
- Building Bridges story Redwood Times 10/27/14
- Building Bridges Chris interview KIEM 10/28/14
- Building Bridges photo and caption TS Community Scrapbook 11/2/14

Miscellaneous Outreach

- RespectAbility newsletter, published quarterly and includes articles about Tri-County Independent Living and disability-related issues. Mailed a total of 1,525 copies of the newsletter in 2014 (374 in March, 384 in June, 393 in September, and 374 in December. Emailed more than 800 copies of the newsletter (approximately 200 each quarter), and distributed an additional 200 copies at special events and in the Tri-County office lobby.
- Regular posting of articles, meeting and special event announcements, and regular updates on Tri-County Independent Living website and Facebook page.