

# Community Information Centre of Ottawa

*Celebrating 35 years of service*

## Annual Report 2008

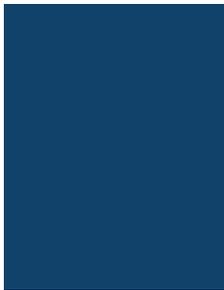
Presented at the Annual General Meeting on June 18, 2009



# Table of Contents

A Word from the President .....	3
A Word from the Executive Director .....	4
The Community Information Centre of Ottawa .....	5
Mission .....	5
Vision.....	5
Values and Principles .....	5
2009 to 2010 Strategy .....	6
Professional Memberships .....	6
Products and Services .....	7
CICO Activities 2008.....	8
211 Ottawa Background .....	9
211 Ottawa in 2008.....	11
211 Ottawa in 2009.....	12
Other Projects .....	15
Statistics .....	16
Volunteers and Personnel .....	20

## A Word from the President



This is a year of celebration for the Community Information Centre of Ottawa! First of all, we are proud of 35 years of service to the Ottawa community, and 25 years as a registered not-for-profit organization. These are important milestones for any organization, and we thank everyone, past and present, who has helped us reach this birthday.

Next, we celebrate the fact that the expertise of CICO in the Information and Referral field led to the assignment of responsibility for delivering the 211 service to our community, formally launched last September 19th. This added responsibility also increased our funding base, as CICO now receives federal funding from Citizenship and Immigration Canada, and provincial funding through the 211 Ontario Corporation. Of course, the United Way of Ottawa and the City of Ottawa continue to provide us much-needed financial support, and the United way of Ottawa in particular was a very generous host for the 211Ottawa launch last September.

I am pleased with the excellent progress CICO has made in implementing 211 here in Ottawa, while continuing to provide an array of related services to our community. In fact, we are currently expanding both our hours of service and the depth of our involvement with a number of other organizations in the local area. This is consistent with the Mission, Vision, Values and Principles worked out by the Board of CICO in November, as we looked ahead to the challenges and opportunities facing us in the next few years.

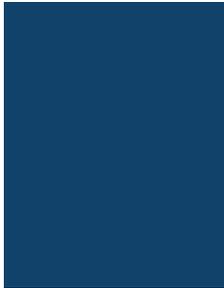
In closing, I would like to express my personal appreciation to our funders, partners in the community, and members of the Board and of course the hard-working staff of CICO, led by our very competent and capable Executive Director, Marie-Andrée Carrière. I have very much enjoyed the past three years that I have had the honour of being the President of CICO, and the only reason that I am leaving this post now is because of the military duties I have been asked to perform in my new appointment in uniform as a Colonel Commandant. I will continue to stay on as Past President, and hope to contribute as much as my other responsibilities allow me.

Thank you.

BGen (ret) Peter Holt, OMM, CD, PEng.

President, Board of Directors

# A Word from the Executive Director



For the Community Information Centre of Ottawa, 2008 was a whirlwind year with many successes and achievements. The majority of our activities were related to 211, though we also developed two significant partnerships during 2008. We now provide the data for the Champlain CCAC which supports thehealthline.ca and also 310-CCAC. In addition, we developed a stronger relationship with the francophone community through the development of the Répertoire des services en français and Franco 211.

211 has significantly changed the operations of our organization and it has brought considerable awareness to the other services which we have traditionally offered. Through the increased usage of those products and the growing awareness of our services we have touched the lives of many residents of Ottawa.

In the past year we have also redefined our leadership within the information & referral sector. We proved ourselves by growing at a very quick pace and following up those accomplishments by taking on Eastern Ontario expansion work along with accreditation preparedness. This has shown that we are not only historical leaders but also an organization which demonstrates expertise and best practices within the system in today's changing information & referral sector.

We are very proud of the past year and we recognize that these accomplishments would not have been achieved without the significant support of United Way/Centraide Ottawa, the 211 Operators Network and the Distress Centre of Ottawa and Region.

As 2009 quickly moves forward we are actively engaged in an administration and governance review to ensure that CICO continues to live the success of 2008 and that the 211 service in Ottawa rests with a strong and viable organization.

I would like to personally thank our partners, the board of Directors, our entire staff and volunteers for their excellent work in the past year and for their commitment in helping the Ottawa Community.

Marie-Andrée Carrière  
Executive Director

## Mission

The Community Information Centre of Ottawa is a bilingual organization that connects people through multilingual mediated access to community, social, health and government services in their community.

## Vision

- We will provide 24/7 service to the entire 613 area code
- We will be connected to all channels of communication and social networks
- 211 will be known at all levels and will have strong brand similar to 911
- The service is operated seamlessly across Ontario first, and later across Canada
- We will be well funded and well operated
- We will represent strong governance and leadership in our sector
- We will strive to have important links to diverse communities
- Our team will reflect diversity including staff, the board of Directors & volunteers
- Our awareness message will be 211 a service provided by the Community Information Centre of Ottawa
- We will have the most comprehensive database in the region and agencies will request to be listed with us

## Values and Principles

We believe:

- Strengthening the community is our only purpose
- In helping people help themselves
- In the utmost confidentiality of our clients
- Our staff is our most important resource
- In transparency and accountability with our stakeholders
- In offering reliable and high quality I&R services through a comprehensive database

# 2009 to 2010 Strategy

## 1. Fully Implement 211

- 1.1 Stabilize 211 service in Ottawa
- 1.2 Extend hours of service to 24/7
- 1.3 Expand service to Eastern Ontario

## 2. Strengthen Governance / Structure

- 2.1 Strengthen board governance
- 2.2 Strengthen policies, standards and procedures
- 2.3 Strengthen financial controls
- 2.4 Strengthen workplace environment

## 3. Build Community Relationships

- 3.1 Ensure community support for 211
- 3.2 Reach out to new Canadians
- 3.3 Become the French centre of excellence for all of Ontario
- 3.4 Connect with regional groups
- 3.5 Maintain local relationships

The Community Information Centre of Ottawa (CICO) has been delivering services to the Ottawa community since 1964 and has been incorporated as a charitable non-profit corporation since July 1974. For 35 years our Information and Referral (I&R) service has been linking those in need of social and health programs with agencies that deliver these programs, be they in the non-profit or government sector. The CICO has also played an active role over the years in promoting professional standards in the I&R sector across Canada and was an early proponent of establishing a national 211 service.

## Professional Memberships

The Community Information Centre of Ottawa (CICO) is an active member of the following organizations:

- Association of Community Information Centres of Ontario (InformOntario)
- Inform Canada Federation (InformCanada)
- Alliance of Information and Referral Systems (AIRS)
- Community Information Online Consortium (CIOC)
- 211 Operators Network

AIRS is the accrediting body for our sector and the organization that certifies Information and Referral Specialists and Resource Specialists. It is our goal to achieve accreditation of the agency and to have a fully certified staff. Accreditation of the agency will begin in September 2009.

## Products and Services

The following products and services were provided in 2008:

- **Database of Services Located in or Serving Ottawa:** The electronic database, which uses the CIOC software, is fully bilingual and contains over 1,800 records on social, health, community and governmental services located in or serving the City of Ottawa. Each of these records contains 100 separate fields of information in both English and French. The database is set up and maintained according to provincial and international standards. It is the foundation for our services and products. Records are updated annually and new records created as new services are identified. To give a sense of the information our target client group seeks, our comprehensive database contains information from a wide variety of fields including, but not limited to: counselling, crisis intervention, support for children, neighbourhood centres, financial aid, employment, legal assistance, consumer services, conflict resolution, courts, corrections, rehabilitation, housing, advocacy, home support, health, education, recreation, francophone services, aboriginal services, citizenship, multicultural and immigrant services, social planning and coordination, and the environment.
- **Directory of Ottawa Community Services (Blue Book):** Despite competition from the online version, the print product continued to sell steadily. In fact the 2008 print run sold over 1400 copies. The Directory is also available in pdf format.
- **e-Blue Book (Electronic Directory):** The e-Blue Book, which is available free via the CICO website, [www.cominfo-ottawa.org](http://www.cominfo-ottawa.org), saw increased traffic in 2008. The e-blue Book contains the same records as are available in the print version.
- **Other Publications:**
  - List of free income tax clinics during tax season (free)
  - List of Christmas Programs in Ottawa (free)
  - List of free Thanksgiving meals in Ottawa (free)
  - List of free Easter Meals in Ottawa (free)
- **Database Leasing:** CICO leases custom portals of its database to meet organizational needs. CICO developed a special database for Service Coordination des services, which identifies services for people with developmental disabilities. The database and support services are leased annually. Our database is also used in several provincial databases: Ministry of Training, Colleges and Universities, a listing of employment programs; Settlement.org a service for newcomers; The Inventory of Programs and Services, which is a comprehensive database of employment programs and services in local areas that can lead to employment; Access to Professions and Trades in Ontario; Directory of Youth Justice Services in Ontario; Directory of Justice Services and Resources in Ontario; Ontario Aboriginal Calendar and Services Directory.
- **Community Bulletin Board:** The Community Bulletin Board service, which was launched in March 2007, reaches over 3,500 individuals from the non-profit sector. The Community Bulletin has been a great success and is distributed in two formats, an Email Broadcasting Service and an electronic Bulletin Board on the CICO website. It is available to anyone who wishes to sign up to receive it.
- **Email Broadcasting Service:** Uses our email service to reach over 3,500 individuals in the non-profit sector.
- **Other Services:** Address Labels: CICO sells address labels for the 700 organizations and programs listed in the Directory of Ottawa Community Services. Labels are also available for the approximately 1,800 records from the database or customized labels for specific queries. Specialized searches, lists and directories can be provided.

## CICO Activities 2008

In 2008 our energies mostly were directed towards implementing, launching and stabilizing the 211 service in Ottawa. Following are the significant milestones which were achieved:

- In February 2008, the service was offered as a pilot project and continued to operate in a soft launch mode which gave us the opportunity to test the technology and to implement the necessary procedures to operate the service effectively.
- In May 2008, we moved into our new space at 11 Rosemount Avenue, Ste 408.
- In July 2008, we received the license to operate a 211 centre from the 211 National Committee.
- From May until September 2008 we hired the staff necessary to operate the service. The goal in was to create a strong team which held a variety of expertise.
- From June until December we implemented staff training procedures which would include internal and external training opportunities such as ASIST and ABC's of I&R.
- On September 19<sup>th</sup> 2008, the 211 service was officially launched by Minister Madeleine Meilleur which announced 13 million over 4 years to support the 211 system in Ontario.
- Following the launch, we utilized the increased visibility to give existing CICO projects (Publications, lists, etc.) more presence in the community at the same time increasing awareness of 211.
- In November of 2008 the Board of Director developed a strategic plan which was developed into an operational plan from 2009 to end of 2010.
- In early 2009, we presented the much anticipated Repertoire des services en français, an online directory of services offered in French in the City of Ottawa which links to 211. This product had been developed in 2008.



# 211 Ottawa Background

## What is 211?

211 is an easy-to-remember, three-digit, non-emergency telephone number that connects callers to a full range of community, social, government and health service information in Ottawa. Bilingual and certified information and referral specialists answer 211 calls Monday to Sunday, from 8:00 a.m. to 6:00 p.m. 211 is free, confidential and multilingual (150 languages). The information is also available online at [www.211ontario.ca](http://www.211ontario.ca).

## Benefits of 211 Service

As the communities served by the 211 service throughout North America have discovered, 211 is of tremendous benefit to their citizens. For example, in Toronto, Findhelp Information Services, the operator of 211 services in that city, received over 400,000 calls in 2008. An impact study<sup>1</sup> conducted following the first full year of operation of Toronto's 211 service concluded that 211 ensures that people receive significantly better service when seeking help about community, health and public resources. For example, the study found that:

- People can access community services more quickly and effectively.
- Community and public service organization staff refer clients to 211, knowing that their clients will receive the right information.
- People spend less time, are less frustrated, and become less discouraged in finding and accessing the help that they need.
- People, especially immigrants, who are more comfortable speaking their own language, can be helped through the multilingual capacity of the 211 service.

The study also found that a 211 service encourages people to help themselves. They receive information targeted to their individual needs and 211 callers are better able to prioritize their actions and plan accordingly.

In addition to improving access to, and delivery of, services to individual members of the community, 211 offers significant benefits for governments and service providers. For example:

- As the first point of access, 211 can reduce the cost to governments of operating toll-free 1-800 numbers;
- 211 can also save money on the advertising governments and other service organizations spend to inform citizens about how to access programs and services;
- 211 can significantly reduce the amount of time civil servants and staff in publicly funded agencies currently devote to responding to misdirected or inappropriate calls;
- 211 can help reduce duplication in data collection and improve data management by reducing the need for multiple agencies to collect and maintain databases of services and programs.

<sup>1</sup> 211 For All Ontario: Bringing People and Services Together – Final Report, July 2003 available at [www.211.ca](http://www.211.ca)

## How is 211 different from 311, 411 and 911?

- 211 Information and referral service that connects people to the full range of community, social, government and health services programs.
- 311 Customer service line for the City of Ottawa municipal services such as road repairs, garbage removal or housing services.
- 411 Telephone directory listings
- 911 Emergency number for medical, fire and police assistance

## History of 211 Ottawa

The first 211 service opened in Atlanta in 1997. Since that time, the 211 concept has spread across North America and new 211 centers continue to open regularly across the continent. The Canadian Radio-television and Telecommunications Commission (CRTC) awarded a license for use of the 211 reserved number to a consortium led by United Way Canada in 2001. The first Canadian 211 service started in Toronto in 2002. Since then, similar services have sprung up across the country and are now found in many major cities. Operating within the terms set by the CRTC, 211 services and trademarks are controlled and licensed by United Way Canada.

Discussions about bringing a 211 service to Ottawa began more than 5 years ago with extensive community consultations, a feasibility study and a review of organizational capacity. In 2005, a comprehensive business and technical plan was developed and in 2006, United Way organizations across Ontario banded together to collectively call upon the Government of Ontario to “make 211 accessible to all residents of Ontario”. The Government responded by providing a \$3 million grant over three years to expand and develop [www.211Ontario.ca](http://www.211Ontario.ca), a bilingual website housing a directory of the approximately 60,000 human services available in Ontario. It also earmarked \$1.4 million to draw up a province-wide delivery model and to fund the acquisition of equipment for regional call centres. \$242,000 was set aside for the start up of 211 Ottawa, conditional on local 211 promoters being able to guarantee at least one year of operational funding. The provincial plans envisaged that the Ottawa call centre would eventually grow to serve most of Eastern Ontario and would also become the focal point for French language services across the province through a consolidated network of call centres offering bilingual services across the province.

The initial plan for delivering 211 services in Ottawa called for the Distress Centre of Ottawa and Region (DCOR), to take the lead role in planning and delivering the new service. The Community Information Centre of Ottawa (CICO), a long-established Ottawa non-profit agency was to provide and maintain the database of community agencies and feed information to the provincial website. Operating within this framework, call centre space was leased and equipped by DCOR. 211 service was initiated on a pilot basis in February 2008 using trained I&R staff contracted from CICO.

In March 2008, the board of directors of DCOR made a decision to withdraw from the 211 project. With the continuing support of United Way/Centraide Ottawa, CICO agreed to take over the lead role in operating 211 Ottawa and moved into the new call centre space in May 2008. The 211 pilot service has been gradually expanded to provide full coverage throughout the City of Ottawa and increased hours of operation – first from 35 hours/week to 50 hours/week and then to 70 hours /week starting in September 2008. The service was officially launched to the media on September 19<sup>th</sup> 2008.

# 211 Ottawa in 2008

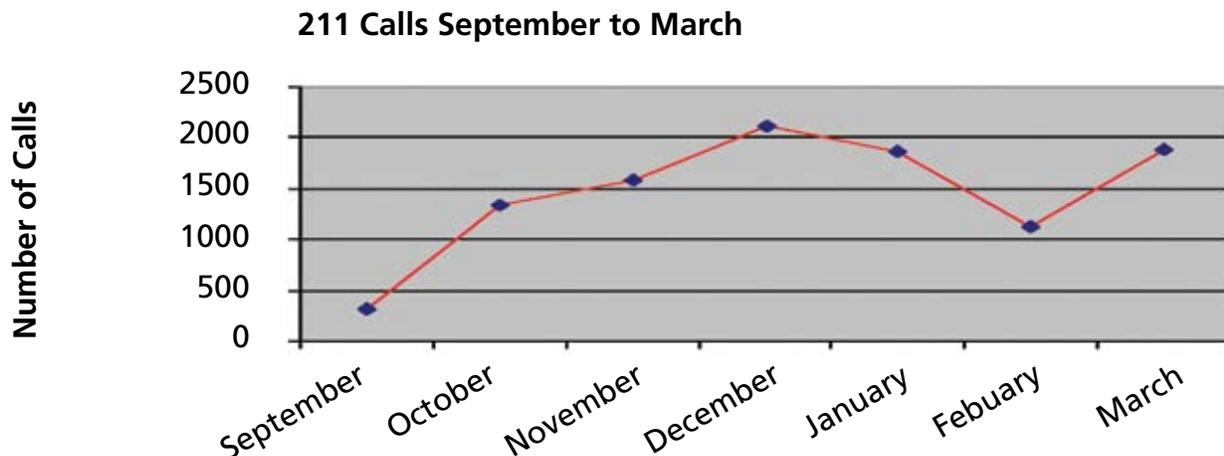
## Pre Launch Call Volume:

Between February 11<sup>th</sup>, 2008 and September 19<sup>th</sup>, 2008 we received a total of 2034 calls.

## Post Launch Call Volume

Since the official launch date, we have received a total of 10,232 calls.

The chart below illustrates the progressive increase experienced since the official launch.



## Key Activities:

### Public Awareness

We have aggressively pursued this by using three channels of communication.

#### ***Collateral distribution with introduction letters:***

We ensured the distribution of packages, containing our pamphlets, posters, business cards and magnets, to over 340 organizations that support various clienteles and who have the capacity to distribute these collaterals to their clients. Our collaterals are currently in high demand by those wanting to refer their clients to 211. They have proved to be user friendly and effective in communicating the purpose and message of 211.

### ***Reaching out to community organizations and coalitions and partnership building:***

During our first quarter of service we gave presentations on the 211 service to 21 community organizations and coalitions. Furthermore, there were 17 community organizations that visited our office to present their services to our staff and to discover how 211 can help them support their clients. We have also sent letters to numerous active coalitions, newcomer and immigrant serving organizations and Aboriginal serving organizations in Ottawa to present 211 and to build relationships with those groups. We are hoping to develop ties with those who have not responded to our introductions, in the second quarter of service. In addition, we have established call guidelines with 911, 311, and Employment and Financial Assistance and are currently in the process of finalizing the guidelines with Ottawa Public Health and Volunteer Ottawa.

Toy Mountain and Christmas Exchange joined together in 2008. They referred all applicants to 211, which served as the central point of contact for locating the accurate registration centre for toys and for Christmas vouchers. They have made public announcements on television and in newspapers to publicize our involvement. Furthermore, the Ottawa Food bank has shared their referral tool with us which allows us to respond to more food related calls and also serves as an invitation for the public to contact us. This helps to build our credibility and to support the service promotion.

At the end of our first quarter of service the Ottawa Transit System went on strike. This event had a serious affect on Ottawa's vulnerable populations and the agencies who serve them. 211 partnered with Volunteer Ottawa and United Way/Centraide Ottawa to place an urgent call for volunteer drivers. We put a system in place to maintain the list of volunteers and organizations needing volunteers through the volunteer management database of Volunteer Ottawa and are continuing to manage the caller inquiries.

### ***Interviews and updated website:***

We updated our website to have a more modernized look and to reveal 211 in a more prominent way. We have also included the 211 logo on our Community Information Bulletin. The website will be launched in January 2009.

We appeared on television and in several newspaper articles and we have been contributing to local newspapers and student radio stations to promote the 211 service.

## **211 Ottawa in 2009**

### **Communications, Community Liaison and Public Awareness**

All 211 communications activities will follow the 2009 - 2010 Communications Strategy. A 211 Communications and Liaison Officer has been hired and will be responsible for increasing the visibility of 211 among the general public and community organizations.

### **211 Community Presentations**

Community presentations contribute significantly towards increasing the visibility of 211. Presentations allow us to reach a large number of individuals and to provide answers to any questions that they might have about the service. Also, presentations provide us with the opportunity to create partnerships with professional attendees and to address any concerns in a positive manner.

The 211 team has made 18 presentations to various community members and professionals between the months of January and March 2009. We estimate that approximately 1000 people attended 211 presentations during this quarter. Nine of the presentations were made to English as a Second Language (ESL) classes. This was an important and vulnerable population to reach because many new immigrants and individuals learning the language are often unaware of the plethora of services available to them. Additionally, these individuals often face language barriers when accessing services; therefore, it is important that they know that 211 is a multilingual service. 211 was provided with a booth at 3 Community / Agency fairs and presented the service at the VHA Community Health Summit Breakfast on February 25<sup>th</sup>, 2009. 211 was represented at the Stroke Survivors Walk and Roll fundraising event at the Lincoln Fields Shopping Centre on March 28<sup>th</sup>. We were invited to make a presentation about 211 to the participants and mall patrons. We were also given a booth to showcase our 211 collaterals and to talk with community members. Mayor Larry O'Brien was present at this event and supported the work of 211 in the community. Furthermore, representatives from ODSP and Katimavik visited our office to present their programs and services to our staff and to discover how 211 can help them support their clients.

## Advertising and Media

Print and internet advertisements were run in three different Ottawa area newspapers.

211 bus ads were created and will run on 500 OC Transpo buses from February – July 2009.

Two press releases were sent out to media outlets to increase the awareness about 211. The first press release described our 1<sup>st</sup> Quarter of operation and was picked up by the Ottawa Sun and numerous radio stations. A second press release announced the free income tax clinics list and invited individuals to call 211 to find their closest location and times.

We have begun the process of creating radio advertisements to announce the presence of 211 and to inform the public on how to use the 211 service. The radio ads should begin to run during our 3<sup>rd</sup> Quarter of operation, on April 20<sup>th</sup>. Radio advertisements have proved to be an efficient method of public awareness and have benefited many other not-for-profit organizations.

### **Reaching out to community organizations and coalitions and partnership building:**

A partnership was created with the Ottawa Police Services to coordinate the dissemination of knowledge about 211 among officers who could then pass their knowledge on to community members. 2000 pamphlets will be distributed to all the Ottawa Police officers along with their paystubs. Each of the 2000 officers will also be given referral cards to give out when working in the community. 211 posters were distributed to the 22 Ottawa area police stations.

The Stroke Survivors Association of Ottawa has generously given 211 1/3 of a page of free advertising space in their monthly newsletter. They also sent out a summary of 211 to all of their board members.

A 211 website banner was created and was emailed to multiple organizations to be placed on their websites. The banner was emailed to all community health and resource centres, the community houses, Carleton University, the University of Ottawa, La Cité Collegiale, Algonquin College and the Ottawa Food Bank. We will continue to send the banner to other organizations with the goal of increasing 211's presence on the web.

### **The Transit Strike and 211**

The 211 service in Ottawa saw its clients significantly impacted by the Transit strike. A considerable amount of our calls during this period were related to the strike. There were often no simple answers to the requests we received and they frequently required a case by case assessment of the individual's circumstances in order to locate a service the person would be eligible for.

## How we got involved

In December, many of the calls we received were related to people's difficulty in picking up their toys from Toy Mountain and the impact it was having on Christmas Exchange. We worked closely with those agencies to meet the needs of the clients and measures were put in place to allow the distribution of the holiday supports.

During this time we also collaborated with Volunteer Ottawa and United Way/Centraide Ottawa in facilitating the volunteer matching to organizations needing volunteers. This was a positive step and it did receive some media attention but it did not generate a massive flow of volunteers such as the media was reporting. In the week between Christmas and New Year's, calls were noticeably lower than previous weeks.

In January, we began working more closely with 311 and we were able to negotiate which calls were to be handled by which service. Following the announcement that the Transit Union voted against the offer of the City, the calls increased dramatically. Additionally, the City of Ottawa offered some concrete measures to support the residents who were being impacted the most. From that point onwards, we participated in daily teleconferences with the City of Ottawa, 311 and the 14 Community Health and Resource Centres in the city. This was pivotal for the 211 service because it ensured that we were receiving the right information to better serve our clients.

A press release was prepared in December 2008 and received some media coverage by the Ottawa Sun and a Letter to the Editor was published in the Ottawa Citizen in January 2009.

## Caller Satisfaction

Since launch, we have undertaken to follow up with clients regarding their experience using the 211 service. This allows us to ensure a high quality standard of service but also to observe how 211 is being received in the community. The chart below illustrates client satisfaction from September 2008 to March 2009.

Client Satisfaction (From Caller Survey)	Sep – Dec 2008	Jan – Mar 2009
Percentage of first-time callers	80%	88%
Percentage of previous callers	20%	12%
Politeness of the counsellor? (average mark out of 10)	8	9.6
How professional was the counsellor? (average out of 10)	7.2	9
How well did the counsellor listen? (average our of 10)	7.5	9
Did caller understand the options given? (Yes/No)	96% Yes	100% Yes
Did caller follow up on referral provided?	95% Yes	100% Yes
Would caller use 211 again?	96%	100% Yes
Would caller recommend 211 to others?	100% Yes	100% Yes
Overall how satisfied are you with the 211 service? (Unsatisfied/ Satisfied/ Very Satisfied/ Exceeded Expectations)	84% Very Satisfied or Exceeded Expectations	100% Very Satisfied or Exceeded Expectations

## Gaps in Service

From January to March 2009 a total of 41 gaps in service were recorded. The most common gap in service was a lack of free income tax clinics for individuals/families with a low income in Ottawa and area, specifically for those living in Kanata. The second most common was the accessibility of food bank centres and some specialized health supports in specific areas of the city, such as low cost dental care, prenatal yoga and hospital emergency services.

## Agency Capacity

During this period, we have developed a strategic and operational plan, supported by strategies such as our communications strategy and frameworks such as the policy and accreditation framework. These plans will be used to steer our direction for the next two years in order to achieve the many goals and milestones which lie ahead of us.

## Other Projects

### Champlain Community Care Access Centre and Eastern Ontario Data Partnership

In 2008 an agreement between The Champlain Community Care Access Centre (CCCAC) and CICO was reached whereas CICO and its Champlain area data partners would provide the data used by the CCCAC in thehealthline.ca and 310-CCAC. This is the beginning of a long term relationship with the CCCAC an agency which is mandated by the Ministry of Health and Long Term Care to offer health related information and referral services.

### Répertoire des services en français

A service supported by Heritage Canada and Division des Services en français of the City of Ottawa. This is a directory which includes the services being offered in French in Ottawa. We worked closely with l'ACFO Ottawa in 2008 to consult with the francophone community, and develop the product.

### Franco 211

This is a partnership between 5 of the 211 service providers which aims to improve the access of services offered in French across Ontario. This is a two year project funded by the Ontario Trillium Foundation and the Community Information Centre of Ottawa is a lead partner due to its francophone expertise and bilingual capacity.

### Eastern Ontario Expansion

During the summer of 2008, we began developing partnerships among our Eastern Ontario Data Partners and potential funders in order to expand the service by 2011. In the past year we have developed an implementation planning committee, terms of reference of the committee and preliminary budgets and implementation plan. This work will be actively pursued in 2009 and 2010.

# Statistics

## Caller Demographics

Below is a snapshot of our clients using 211 since the launch in September 2008. Compilation of caller statistics allows us to monitor trends emerging in the community as well as develop a better idea of who is using the 211 service and the type of services that are most needed.

Gender of Callers (From Caller Survey)	Sep – Dec 2008	Jan – Mar 2009
Male	25%	31.5%
Female	71.5%	68%
Unknown	3.5%	0.5%

Age of Callers (From Caller Survey)	Sep – Dec 2008	Jan – Mar 2009
Child (under 14 years)	0.1%	0.2%
Youth (15-24)	4.2%	4.8%
Young adult (25-45)	64.3%	50%
Adult (46-64)	27.5%	35%
Senior (65 and over)	3.9%	10%

Language of Callers (From Caller Survey)	Sep – Dec 2008	Jan – Mar 2009
English	88%	85%
French	11.4%	14%
Other than English or French	0.7%	1%

How did caller learn about 211? (From Caller Survey)	Sep – Dec 2008	Jan – Mar 2009
Word of Mouth	46.5%	61%
Media	4.5%	7.02%
211 Business card/ Fridge magnet /Poster/Brochure	2.6%	1.33%
Professional Referral	5.1%	2.43%
Community Service or Agency	28%	9.06%
Government	0.7%	0.08%
311	5.4%	18.28%
411	0.6%	0%
Other	6.6%	0.8%

Location of Caller (From Caller Survey)	Sep – Dec 2008	Jan – Mar 2009
Ottawa	85%	76%
Gloucester	1.6%	2.6%
Blackburn Hamlet	0.2%	0.1%
Bells Corners	0.04%	0.12%
Vanier	2.8%	4.2%
South Keys	0.2%	1.5%
Carleton	0.3%	0.15%
Kanata	1.5%	2.25%
Navan	0.1%	0.1%
Nepean	3.1%	6.2%
Orléans	1%	1.7%
Osgoode	0.09%	0.15%
Richmond	0.3%	0.6%
Rideau	0.5%	0.6%
Rockliffe Park	0.04%	0.2%
Stittsville	0.2%	0.4%
Barhaven	0.6%	0.6%
Manotick	0.04%	0.12%
Sandy Hill	0.2%	0.3%
Other – Ontario	1.3%	1.4%
Other – Quebec	0.7%	0.5%
Other – Canada	0.09%	0.06%
Other - International	0.1%	0.15%

Reasons for Calling	Sep – Dec 2008	Jan-Mar 2009
Addictions	0.3%	0.35%
Basic Needs (Food, Shelter, Clothing)	4.4%	3.27%
Children's Services	0.7%	0.7%
211/CICO related	14.2%	1.10%
Community Centres	0.3%	0%
Community services (General)	6.5%	15%
Consumer/Commercial	1.8%	2.4%
Counselling	2%	3.25%
Crisis	0.9%	1.1%
Education	1.3%	1.5%
Employment	0.9%	1.2%
Environment	0.2%	0.1%
Financial Assistance – EI or CPP	0.4%	0.4%
Financial Assistance – ODSP	0.65%	1.06%
Financial Assistance – OW	1%	1.16%
Financial Assistance – Other	2.9%	4.1%
Government	5.6%	7.5%
Health	6%	5.6%
Home Support	1.7%	1%
Housing	4.1%	3.1%
Immigration/Citizenship	1.8%	1.78%
Legal	1.9%	2%
Mental Health	1.8%	1%
Recreation	1.3%	2%
Transportation	1.9%	20%
Violence/Abuse	0.4%	0.4%
Volunteerism	2.7%	2.2%
Christmas Support	32.4%	17%

Information v. Information and Referral	Sep - Dec 2008	Jan – Mar 2009
Information	25.2%	30%
Information and Referral	74.8%	70%

Advocacy and Endangerment	Sep-Dec 2008	Jan – Mar 2009
Advocacy	0.3%	1%
Endangerment	0.6%	0.25%

## Product Usage

Service	2008
211 Calls Received	12,266
CICO Website Visits	55,902
e-blue book visits	981,630
Blue Books Sold	1,400
Bulletin Board Listings Received	1,223
Bulletin Board Listings Viewed	72,241

# Volunteers and Personnel

The CICO acknowledges the hard work and dedication of all of its staff and volunteers. In 2008 these were:

## Volunteer Board Members 2008

Peter Holt, *President*  
Christine O'Connor, *Vice-President*  
David Holmes, *Treasurer*  
Nadia Effendi, *Secretary*  
Linda Bordeleau, *Director*  
Sandra Guenther, *Director*  
Jeanne-Hélène Tardivel, *Director*

## Staff Members 2008 (current)

Marie-Andrée Carrière, *Executive Director*  
Julia English, *211 Service Coordinator*  
Michel Fournier, *Database Coordinator*  
Courtney Ott, *211 Communications and Community Liaison Officer*  
Melina Ladouceur, *Senior Information and Referral Counsellor*  
Paul Charles, *Information and Referral Counsellor*  
Arlynn Belizaire, *Information and Referral Counsellor*  
Roxanne Brunet, *Information and Referral Counsellor*  
Philippe Martel, *Information and Referral Counsellor*  
Jean-Francois Belisle, *Information and Referral Counsellor*

## Staff members 2008 (past)

Elizabeth Kruzynski (CRS) – *Sr. Database Coordinator (Part-Time)*  
Isabelle Houle (CIRS) – *Sr. Information and Referral Counsellor*  
Elizabeth Millaire – *Information and Referral Counsellor (Part-Time)*  
Rachel Fontaine – *Information and Referral Counsellor (Part-Time)*  
David Holmes – *Administration (Part-Time)*  
Carole Legault – *Executive Director*  
Layne Turner - *Information and Referral Counsellor*

## Consulting Team

Brigitte Gagnon, *Francophone directory partnerships*

Judy Grunwald, *Bookkeeping*

Mark Winfield, *Technical CIOC\Data\Taxonomy Support*

Andrée-Anne McDougall Gagnon, *Directory classifications*

Brittany Halfpenny, *Website Support*

## Volunteers

Alton Legault, *Translations and proofreading*

Paul Brunet, *Translations and proofreading*

Dominic Millaire, *various activities*