Community Information Centre of Ottawa and 211 Eastern Region

Presented at the Annual General Meeting on June 28th 2011

GROWING

to serve more communities

211 Eastern Region

ANNUAL REPORT 2010
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A word from the Chair of the Board of Directors

Over the past year, the Community Information Centre of Ottawa continued to grow and extend its services to an ever increasing population. As the regional service provider for the 211 service, we have steadily expanded our service area across Eastern Ontario and have officially launched the service in a number of municipalities across the region. This expansion should be completed by the end of 2011. At the same time, we continued to promote the 211 service within the boundaries of the City of Ottawa. Our increased profile was evidenced by the dramatic rise in the volume of calls received. As 211 has become better known we have seen an increased level of collaboration and partnership with other agencies across the region – something which we will continue to build on.

With increased demand for our services, we have continued to grow and mature as an organization. As staffing and funding levels have gradually increased, a range of administrative policies and procedures have been put in place that position us for receiving full accreditation from the Alliance of Information and Referral Systems, something that we hope to attain later this year.

We also continue to be active participants in the development of the overall provincial and national evolution of 211 and, as the only fully-bilingual service provider, in Ontario we are a key player in the provincial network.

None of this would have been possible without the support of our funding partners. I would like to acknowledge the ongoing support of Ontario 211 Services Corporation and its funding body, the Ontario Ministry of Community and Social Services. I would also like to thank the Department of Citizenship and Immigration Canada, the City of Ottawa and the United Ways of Ottawa and Kingston.

Most of all, none of this progress would have been possible without the dedicated work of all our staff members and, in particular, that of our Executive Director, Marie-Andrée Carrière.

Finally I would like to acknowledge the continuing work of our volunteer board of directors and I look forward to working with them to oversee the continuing growth of this vital community service.

David Holmes
President, Community Information Centre of Ottawa
A Word from the Executive Director

2010-2011 has been a year filled with success and opportunities. The accreditation consultation review was approved which identifies that the organization rests on a sturdy administrative footing and is geared towards proper information and referral service delivery with important community ties. With the 211 service stabilizing in Ottawa and expansion throughout Eastern Ontario being well under way it was a great opportunity for the organization to reflect on its activities, services, clients and strategic direction. In this report you will notice that we are redefining the service offerings of the Community Information Centre of Ottawa. This will improve the way we identify ourselves as well as the external understanding of the role that this organization plays within the community and social sector.

Furthermore, with most of the 2008-2010 strategic goals having been reached we have renewed the strategic plan which will drive the organization forward for the next few years. With all of these changes and reviews we are beginning to revisit and update the content of our organizational website www.cominfo-ottawa.org and are exploring the idea of rebranding the organization which may occur in 2012-2013.

All of this has been possible because of the commitment and dedication of the entire team of the Community Information Centre of Ottawa including the Board of Directors, the staff members, the volunteers and the external service providers who support the organizations operational needs. We have been blessed to have retained all of these individuals since the rapid growth of the organization back in 2008 and due to the hard work, the embrace of change and the recognition of the importance of continuous development we have managed to shape this organization into a viable and sustainable organization which is well linked to the community it serves.

With the hopes that 2011-2012 continues in this direction, congratulations for all of the hard work and let's continue to ensure that this strengthens the organization.

Sincerely,

Marie-Andrée Carrière

Executive Director, Community Information Centre of Ottawa
The Community Information Centre of Ottawa

Mission

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

Vision

Through our various services: we will serve all communities in Eastern Ontario
We will be connected to necessary channels of communication and networks
Our services will be known and be well branded
We will have the most comprehensive database in the region
We will provide excellent customer service and will respond to community needs
We will be well funded, supported and operated
We will demonstrate excellence and leadership
We will strive to represent diversity, partnership and collaboration

Values and Principles

Strengthening communities
Helping people help themselves
Confidentiality and accessibility
Transparency and accountability
Reliability and quality of our services
Teamwork and accountability
Staff - our most important resource
Strategy 2011-2014

1. Achieving Excellence in our Service
2. Developing Human Potential
3. Build Community Relationships
4. Establish sustainable and viable funding
5. Continue to develop 211

Who do we serve??

General Public in Ottawa
Individuals, families and groups that live, work, play or visit Ottawa and require the services and supports provided by the Community Information Centre of Ottawa.

Eastern Region At Large
Individuals, families and groups that live, work or play throughout the 211 Eastern Region and require and/or are served by Community Information Centre of Ottawa.

Community Agencies & Organizations
Non-profit and charitable organizations and their respective staff in Eastern Region that utilize the services provided by the Community Information Centre of Ottawa.

211 Call Centres
The organizations licensed to deliver 211 and who require the services provided by the Community Information Centre of Ottawa.

Municipal, Regional, Provincial & Federal Governments
This includes departments, ministries or government agencies that work with the Community Information Centre of Ottawa to deliver or provide specified services/products.

Business Community
This includes for-profit, private enterprises that utilize services provided by the Community Information Centre of Ottawa.
What do we do??

Information Provision
This service involves providing accurate and pertinent information to an enquirer in response to a direct request. Information can range from a limited response (such as an organization's name, telephone number and address) to detailed data about community service systems (such as explaining how a group intake system works for a particular agency), agency policies, and procedures for application.

Referral Provision
This involves providing information and a referral(s), in which the enquirer has one-to-one human contact with an I&R Specialist. The referral process consists of assessing needs, identifying appropriate resources, assessing appropriate response modes, indicating organizations capable of meeting those needs, providing enough information about each organization to help enquirers make an informed choice, helping enquirers for whom services are unavailable by locating alternative resources, and, when necessary, actively participating in linking the enquirer to needed services which may include advocacy and/or follow-up.

Service & Resource Publications
This involves providing information in hard copy or online in French and English, about the services available in a particular community (e.g. Ottawa's Blue Book) or about a specific theme of services (e.g. Tax Clinics, Holiday dinners) that are currently available.

Data Leasing
This service consists of establishing an agreement with an organization which allows for the use of an identified subset of service record data from the CICO Database for a specified period of time and purpose(s).

Email Broadcast
This is a fee-for-service function that involves sending an email on behalf of a community agency to a designated list of recipients.

Community Information Bulletin
This is a weekly community driven, community based communication mechanism that provides an opportunity for community agencies in Ottawa and the Community Information Centre of Ottawa to share information and celebrate successes.

Back-up I&R Provision
This service is specific to the overnight and weekend 211 I&R support provided to Quebec City or other services.

Service Record Translation / Service Record Management
This involves translating English records into French for those organizations delivering 211 services in Ontario. This includes all of the activities required to ensure the information in the French version of a service record is accurate, relevant, of value and meets the required standards to support excellence in 211 service delivery and overall I&R provision.

Provision of Community Needs Data
This service is focused on providing information on callers’ needs or service availability to organizations as part of their community planning efforts.
What about 211 serving Eastern Region?

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 7 days per week. 211 is free, confidential and multilingual (150 languages). The information is also available online at 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 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.

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
How is the service delivered?

We operate the 211 call centre which serves all of Eastern Ontario and partner with local United Ways and local data contributors to support the updating of local data. 211 Eastern Region operates within a provincial 211 system with 7 other 211 call centers and a provincial corporation which coordinates the efforts of the 8 regional call centers. At this time, approximately 85% of the provincial population has access to 211. It is expected that by the end of 2011 the province will be 100% covered.

We are currently in the process of expanding to all of Eastern region. In 2010 we launched in Kingston, Frontenac and Lennox and Addington. In 2011 we have expanded so far in Renfrew County and the City of Pembroke, in Lanark County and the Town of Smith Falls, in the United Counties of Leeds and Grenville and the Towns of Brockville, Gananoque and Prescott and finally in the United Counties of Stormont, Dundas and Glengarry and the City of Cornwall. Later in 2011 we will launch in Prescott Russell as well as Hastings County and Prince Edward County. This will serve to complete all expansion of 211 Eastern Region.

Marketing and Social Media

Although we know that most people learn about 211 through word of mouth we have engaged in numerous marketing and social media strategies in 2010-2011 notably, radio ads, space outside and inside buses, and weekly space in Metro, a free local newspaper distributed broadly in the City. Furthermore we sent info packages to all community organizations across the City and sent pamphlets to the majority of homes in the City via Canada Post. We are also utilizing social media such as twitter and facebook to increase the visibility of 211 on the Internet and have recently added live chat to our website to improve the types of communication channels which can reach 211.

1 211 For All Ontario: Bringing People and Services Together – Final Report, July 2003 available at www.211.ca
Community Relations and Impact 2010-2011

**Tools 4 School & Child and Youth Friendly Ottawa (CAYFO)**: As of summer 2010, we had developed a new partnership with CAYFO and their Tools4Schools program. 211 served as a first point of contact for the program, which provides low income children and youth with needed school supplies.

For the third year in a row, **Christmas Exchange and Toy Mountain**, utilized and promoted the 211 telephone number to direct people to find out where they can register and pick up their toys, voucher or hamper for the holidays.

**Ottawa Police and Crime Prevention Ottawa**: We continued our partnership with the Ottawa Police Service with regular collateral distribution to Community Police Centres and Community Police Officers. We added to this a relationship with the Ottawa Paramedics, Ottawa Firefighters and the Canadian Red Cross. This partnership increases awareness with first responders and equips them with resources to provide to the people they meet.

**ESL classes and Newcomer Information & Referral Training courses**: We continued to reach out to those in English as a Second Language (ESL) classes to raise awareness of 211 as a multilingual information and referral service. In addition, our staff provided information and referral training to settlement workers through a five month long initiative of the Immigrant Settlement and Adaptation Program (ISAP).

**Immigrant Women Services Ottawa**: In addition to referring clients to this organization, we also provide information sessions for their clients and staff with the intention of empowering immigrant women and improving access to information.

**United Way’s Speakers’ Bureau**: In September 2010, 211 joined United Way Ottawa’s Speakers Bureau and has been active as a speaker for agencies and government departments throughout Ottawa. Speakers’ Bureau is a group of trained speakers who have a passion for their community. Each speaker has undergone professional training in one of United Way Ottawa’s focus areas: Growing Up Great, Belonging to Community and Turning Lives Around.

**The Ottawa Food Bank**: Since the launch of 211 in Ottawa we have worked closely with the Ottawa Food Bank to refer callers to food bank locations throughout the City of Ottawa. We have also presented 211 information to Food Bank staff and partner agencies and our staff are trained in using their online lookup tool.

**Military Family Resource Centre**: In the fall of 2010, we developed a partnership with MFRC to ensure that military personnel and their families are being connected with information and resources. This partnership involves providing information on 211 to recently relocated military families along with families experiencing deployment during their briefings.

**Réseau des services en français de l’est de l’Ontario**: We continue to work on this relationship in order to improve access to French data, especially health related services, and to improve ties to the French speaking community.
Legal Information and Connecting our Regions: 211 is part of the advisory committee which has been created to improve the access to local information in Ottawa.

Community Advisory Committee: An advisory committee has been created which will serve to increase the ties between 211 and the various communities it serves including expansion areas. 211 shares data, pertaining to calls received, with various groups in order to support their requests for funding or to have the data to feel the pulse of their neighborhood and/or community.

211 Québec: Since June 2009, 211 Ottawa answers evening and weekend calls from 211 Quebec City. This is the first demonstration of a very exciting opportunity which exists within our sector, having the ability to support one another even across provinces. This is an important step in demonstrating significant national value of the 211 service.

City of Ottawa Social Services: We have been working closely with the City of Ottawa Social Services both in referring callers to related programs but also providing information and education on 211 services for employees of the City of Ottawa Social Services branch.

311 and 211 have established a working relationship so that callers are aware of the difference between 311 (City of Ottawa services) and 211 (Information and Referral for community services). This relationship helps to ensure that staff are referring clients to the right service and that each service is being used correctly. There is a protocol agreement in place between 311 and 211 and these services have both been identified as resources to be used in Ottawa's Poverty Reduction Strategy.

Linking to the Ottawa Neighborhood Study and the Community Development Framework: 211 Ottawa has begun to explore how it can support these two community planning and mapping initiatives, either through sharing important community data or by sitting at the planning tables.
Statistics and Community Data

Ottawa Call Volumes

Eastern Ontario Call Volumes
Apr 2010 - Mar 2011
Gender of Callers
- Male: 29%
- Female: 71%

Age of Callers
- 21 years and under: 5%
- 23 to 35 years: 35%
- 36 to 54 years: 53%
- 55 years and over: 7%

Language of Callers - Ottawa
- English: 87%
- French: 13%

Language of Callers - Eastern Ontario
- English: 98%
- French: 2%
Ottawa: Top 10 Reasons for Call

Community Services

Health

1. Community Agency/ Organizations
2. General
3. Community Support Services
4. Religious Organizations
5. Animal Care
6. Community Housing
7. Income & Financial Assistance
8. Mental Health
9. Food & Meals
10. Municipal Government Services

1. OHIP
2. Medical Clinic
3. Hospital
4. Healthy Information
5. Looking for a Doctor
6. Dental Care
7. Rehabilitation
8. Public Health
9. Long Term Care/ Home Health Care
10. Medication or Medical Supplies
Individual and Family Services

- Crisis (women and children): 1%
- Disability Resources: 16%
- Home help: 9%
- Child care: 10%
- Support Groups/Information Lines: 10%
- Clothing & Household Goods: 3%
- Community/Family Services: 7%

Looking for a Doctor: 13%
Health Information: 18%
Rehabilitation: 1%
Dental Care: 7%
Hospital: 10%
Long term care/Home Health Care: 6%
Health Crisis (women and children): 1%
Community/Family Services: 7%
Services for Seniors: 32%
Services for Youth: 12%
Medical Clinic: 23%
Medication or Medical Supplies: 6%

Municipal Services

- Client services: 43%
- Waste/Utilities: 15%
- Roads: 1%
- Recycling: 5%
- Bylaws: 9%
- Licenses, Permits, Certificates: 6%
- Waste/Utilities: 15%
- Roads: 1%
- Recycling: 5%
- Bylaws: 9%

Legal & Public Safety

- Police Services: 9%
- Courts: 26%
- Violence/Abuse: 3%
- Legal Advice: 34%
- Correctional Services: 9%
- Family Law: 11%
- Landlord-Tenant Disputes: 6%
- Bylaws: 2%
Seasonal Support Calls Ottawa

- Income Tax Clinics: 43%
- Christmas Exchange & Toy Mountain: 54%
- Tools4School: 3%

Eastern ON: Top 5 Reasons for Call

- Income & Financial Assistance: 17%
- Health: 11%
- Individual & Family Services: 8%
- Community Services: 8%
- Legal & Public Safety: 6%

Eastern ON: Income and Financial Assistance

- Hydro/Utility Assistance: 52%
- Ontario Works: 11%
- General: 12%
- Education: 9%
- Medical expenses: 9%
- Dental expenses: 5%
- ODSP: 4%
- Housing/Rent Arrears: 4%
- Transportation: 1%
- Employment Insurance: 1%
COMMUNITY INFORMATION CENTRE OF OTTAWA AND 211 EASTERN REGION: GROWING TO SERVE MORE COMMUNITIES

**Eastern ON: Legal & Public Safety**

- Family Law: 9%
- Violence: 7%
- Legal Advice: 23%
- Landlord-Tenant Disputes: 13%
- Courts: 9%
- Police Services: 6%
- Correctional Services: 33%

**Unmet Needs Ottawa**

- Income Tax Clinics: 30%
- Community Services: 11%
- Health Services: 19%
- Dental: 3%
- Legal & Public Safety: 3%
- Food & Meals: 5%
- Transportation: 8%
- Housing: 5%
- Income & Financial Assistance: 11%

**Unmet Needs Eastern ON**

- Income & Financial Assistance: 33%
- Individual & Family Services: 33%
- Transportation: 17%
### Performance and Quality Measures

#### Call Centre performance statistics

<table>
<thead>
<tr>
<th>Date</th>
<th>211 Calls</th>
<th>Average Abandon Time</th>
<th>Call Answer Rate</th>
<th>Target</th>
<th>Average Answer Time</th>
<th>Target</th>
<th>Average ACD Time</th>
<th>Target</th>
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</thead>
<tbody>
<tr>
<td>Totals for Apr 2010 to Mar 2011</td>
<td>50,413 :14</td>
<td>86.71%</td>
<td>85%</td>
<td>:10</td>
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<td>1:52</td>
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<td>April 2010</td>
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<td>:45</td>
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<td>June 2010</td>
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<td>Oct 2010</td>
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<td>:08</td>
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<td>Nov 2010</td>
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<td>Dec 2010</td>
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<td>:12</td>
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</table>
Quality Measures

• From March 2010 to August 2010, 211 Ottawa along with the 7 other 211 service providers in Ontario underwent a Service Quality Measurement (SQM) evaluation of the 211 service. Through this evaluation, the survey found that the satisfaction rate with the 211 service is 89% which is a world class rating for a call centre.

• In the fall of 2010, we conducted a Community Needs Survey which was distributed throughout the Ottawa community. As a result of this survey:
  » More than 90% of participants felt that the 211 information and referral service is helping to meet community needs, including those of vulnerable populations
  » More than 80% of those surveyed felt that we were targeting properly through our advertisements, community presentations and attendance at different community events.

• In the fall of 2010, we also conducted an Organization Evaluation Survey which was distributed to 50 community organizations and agencies which we refer callers to frequently. This survey found that:
  » More than 80% of callers referred to organizations by 211 are well aware of the services they are looking for.
  » More than 80% of organizations surveyed felt that when they referred a client to 211, the client will be referred to the appropriate organizations that can help meet their needs.
  » More than 80% of organizations surveyed felt that when referring a client to 211, the client has been linked to a high quality information and referral service and that the client will be treated with respect and that the information disclosed by the client will be treated confidentially.

The internal call monitoring score was a 92% average from October 2010 to December 2010. Also, some results from our quality assurance surveys that were completed with past callers highlight that:
• 83% of callers say they are very satisfied with the 211 call centre, 17% of callers say they are satisfied
• 100% of callers say they will use 211 in the future (74% definitely, 26% probably)
• 97% of callers got the information they needed
• 86% of callers got the information they needed on the first call to 211
• The average rating for the Information and Referral counsellor’s professionalism was 9.47 / 10
• The average rating for the Information and Referral counsellor’s listening skills was 9.33 / 10
• The overall satisfaction with our agents was: 86% very satisfied, 14% satisfied
CICO and 211 Eastern Region is proudly supported by

A special thanks to all our funders, community partners and supporters for their work in helping the 211 service succeed!
2010-2011 Team Members

CICO BOARD OF DIRECTORS

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

CICO MANAGEMENT TEAM

Marie-Andrée Carriere, CIRS  Executive Director
Michel Fournier  Database Coordinator
Julia English, CIRS  211 Service Coordinator
Christine Sharp  211 Development Project Officer
Mélanie Beaudry  211 Eastern Ontario Data Preparedness Coordinator

CICO SERVICE DELIVERY TEAM

Mélina Ladouceur, CIRS  Senior Information and Referral Specialist
Paul Charles  Information and Referral Counsellor
Arlynn Belizaire, CIRS  Information and Referral Specialist
Roxanne Brunet, CIRS  Information and Referral Specialist
Philippe Martel  Information and Referral Counsellor
Natalie Cleroux  Information and Referral Counsellor
Olivia Honoré H  Information and Referral Counsellor
Marie-Josee Chabot  Information and Referral Counsellor
Pascal René  Information and Referral Counsellor
Jean Guillaume  Information and Referral Counsellor
Amanda Jones  Data Clerk
Jennifer Lindsey, CRS, CIRS  211 Eastern ON Database Maintenance