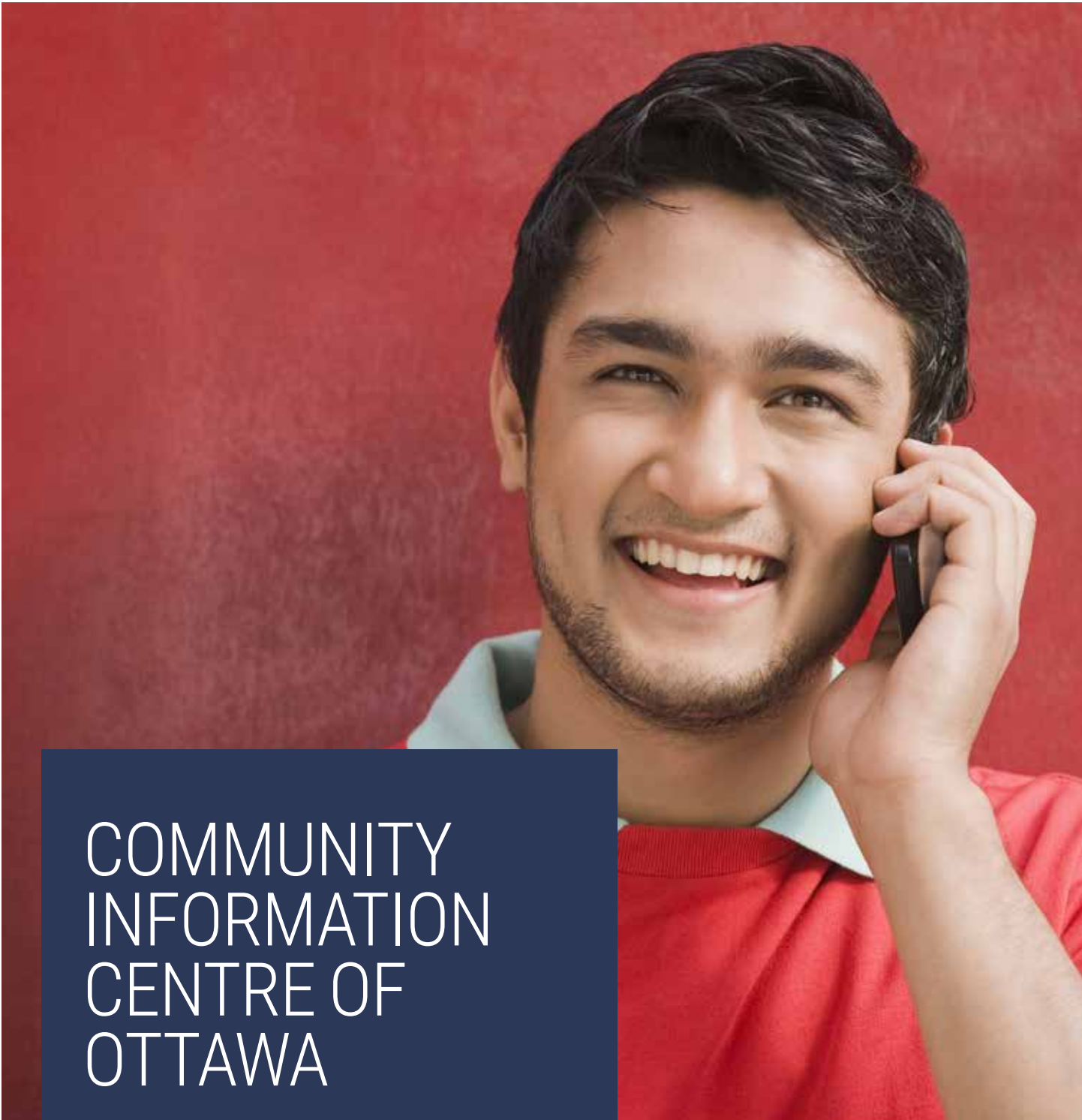


2015-2016 ANNUAL REPORT



COMMUNITY INFORMATION CENTRE OF OTTAWA



COMMUNITY INFORMATION CENTRE OF OTTAWA

211 EASTERN REGION





MESSAGE FROM THE BOARD CHAIR

We have made many important strides since I first became involved with the Community Information Centre of Ottawa (CICO) five years ago. As I look back, I am very proud of what we've achieved in terms of awareness, community engagement, and improvements within the organization itself. Some of the achievements that our dedicated staff and stakeholders managed to complete include: expanding the 211 service across Eastern Ontario, achieving AIRS Accreditation, increasing awareness about 211, as well as improving community engagement and relationships.

That said, I do have to mention that the strategic initiatives that have, and continue to make me feel proudest are: ensuring that 211 is included in emergency response/recovery planning and execution across Eastern Ontario, building strong ties in support of victim support services, and continuing to build our reputation and expertise as a centre that strives every day to maintain a superior level of francophone service excellence. It is important to note that the success of the emergency preparedness related files required the collaboration of numerous partners including first responders, emergency management officials, a number of community and health leaders, and the support of the other 211 service providers across the province. The Board and I strongly believe that our future success will be inextricably linked to our relationships and achievements in these fields.

In 2016, we built momentum on our Equal Service for Francophones file by holding our first francophone summit, which was attended by 47 community leaders and service providers; we followed that up with negotiations to revitalize a provincial French language services database. Furthermore, we participated in Victims Week for a second straight year and we engaged more actively with partners across the Eastern region... and we did all this while implementing major technology improvements that will allow us to work more efficiently, effectively, and strategically in the near future.

All of this would not have been possible without the diligent leadership of my fellow board members and community stakeholders. I will look back fondly on my last 3.5 years as Chair of the Board, and as I move over to my new role as Past Chair, I tip my hat to the organization and staff's never-ending commitment to continuously improve. That is our true commitment to service excellence.

All the best,
Seán Kelly, Board Chair (2013-2016)





MISSION

CICO is a non-profit, bilingual organization that helps connect people to community, social, health, and government services through multilingual, confidential, and mediated information & referral services.



VALUES & 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



WHO ARE WE?

CICO is the regional 211 Service Provider in Eastern Ontario. We have had deep roots as an information & referral leader since 1974. We were part of the initial group of leaders that spearheaded the introduction of 211 in Canada in 2002 and have been a service provider since 2008 with the launch of the service in Ottawa.



STRATEGIC PRIORITY OBJECTIVES 2011-2016





211 DEVELOPMENTS - NEW TECHNOLOGIES

Major technology changes occurred in 2015, allowing 211 service providers to truly operate as an integrated service delivery system across Ontario. This serves to improve our functionality in times of emergencies and disasters as well as our ability to support community partners.



INCONTACT

Our phone systems shifted into a multi site platform. This allows 211 providers to handle incoming calls on a uniform system and in a standardized way, improving the caller experience. Calls can now be routed based on skill and availability of I&R specialists, increasing our overall efficiency and capacity.



BUSINESS INTELLIGENCE (BI)

Data produced by these tools populates BI reports, which will allow us to produce reports with less manual manipulation of data.



iCAROL

We have begun using a different database tool, which has the ability to attach metrics on calls, caller needs, and community resources utilized.



COMMUNITY REPORTING

The interoperability of these tools will significantly improve our reporting in the future.



DEVELOPING THE HUMAN POTENTIAL

Information sessions attended by CICO personnel in 2015:

- Rape Crisis Centre – Myths & Realities
- Connecting Ottawa – Legal Services
- Ottawa Public Health – Hot Spot
- Ottawa Legal Information Centre – Legal Services
- Vista Centre – Brain Injuries
- Centretown CHC – LESA Program
- Ontario Energy Board – OESP
- Canadian Mental Health Association – Myths & Realities

Training sessions for professional development:

- AIRS Conference
- Caring & Sharing Exchange
- Applied Suicide Intervention Training
- Call Centre Management Training
- iCarol Integration Trainings
- InContact Integration Trainings



COMMUNITY RELATIONSHIPS EQUAL SERVICES TO FRANCOPHONES

We have prioritized the promotion of equal access to 211 services across Ontario while defining the role of CICO in this regard since 2008. We have been accepted and recognized amongst the 211 partners as the Centre of francophone excellence in 2013-2014.

In addition to this, in 2015-2016, we saw significant momentum built on this file, thanks to our very first francophone summit held on February 9th, 2016, which was supported by Ontario 211 Services and the City of Ottawa.

The event was attended by 47 francophone leaders and was a great success. Feedback received identified that the event increased understanding of the value of 211 for francophone groups, improved cross awareness amongst community groups, and identified concrete next steps in increasing collaboration with 211.

We look forward to re-engaging francophone leaders for a second phase of this initiative in the coming year.



COMMUNITY RELATIONSHIPS - VICTIMS WEEK

We believe that our relationships with victims support services and police services are crucial to successfully support victims of crime and their family by improving access to information through principles of empowerment.

For the second year in a row, we were funded through the Victims Fund to build an awareness campaign. We communicated the value of 211 for victims of crime and for services that support them.

To achieve this, we:

- attended a total of eight events across Eastern Ontario
- conducted a social media campaign resulting in 200 RTs of our content on Twitter and more than 20 shares on Facebook
- conducted two email blasts to promote events and liaise with organizations, reaching over 2,200 professionals working in the human services field



BUILDING COMMUNITY CAPACITY AND ENGAGEMENT



COMMUNITY AND DATA PARTNERSHIPS

More than 32 local, regional, provincial and national partners such as Caring and Sharing, Toy Mountain, etc.



OUTREACH

Over 2,400 people encountered at community events, in 14 different cities in Eastern Ontario, through kiosks, presentations, participation in events and more!



SERVICES OFFERED

Service offered in 73 communities within 10 counties in Eastern Ontario – that's a population of approximately 1,773,101 people (2011 Statistics Canada census).



COMMITTEES, COALITIONS, MEMBERSHIPS

Committees, Coalition, Memberships: over 15, including the Ottawa Coalition to End Human Trafficking, the 211 Service Excellence Network, and the French Health Services Network of Eastern Ontario.



ONLINE PRESENCE 2015



FACEBOOK
646 likes from
546 in 2014



TWITTER
2,455 followers from
1231 in 2014



BULLETIN
2,449 subscribers
from 2,266
in 2014



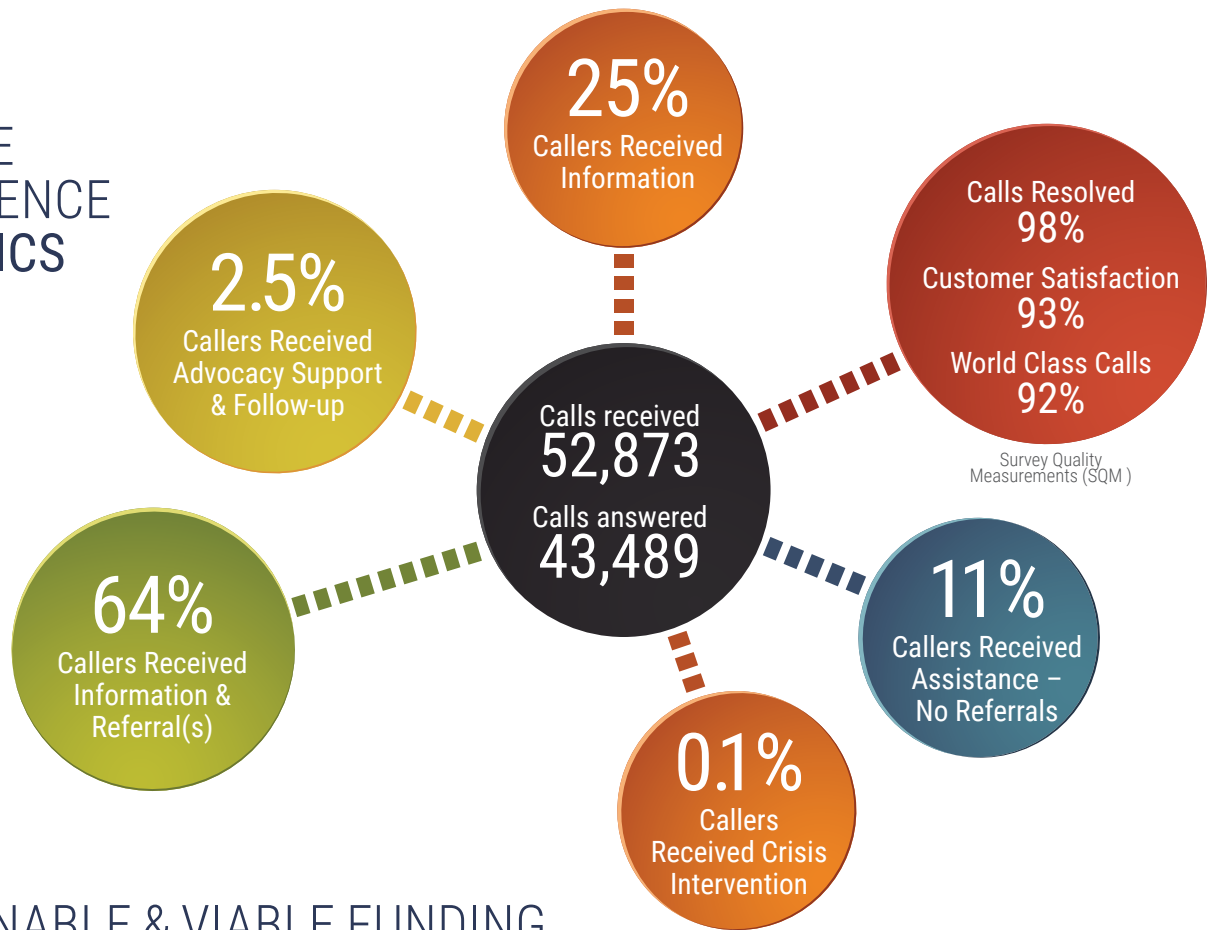
**Eastern CIOC
main portal**
1,556,677 views



211 Ontario East
46,617 sessions

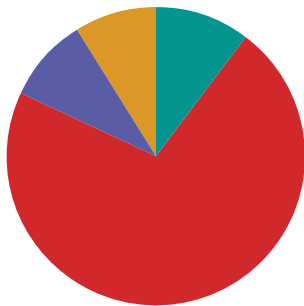


SERVICE EXCELLENCE & METRICS



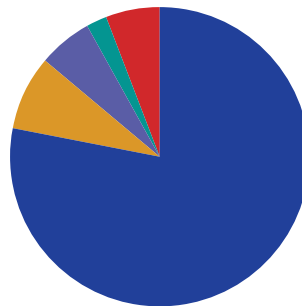
SUSTAINABLE & VIABLE FUNDING FINANCIAL STATEMENTS

Revenues



Grants City of Ottawa	\$84,909	10.3%
Grants Provincial	\$587,558	71.6%
Grants Eastern Ontario	\$76,533	9.3%
Projects & Self generated	\$71,622	8.7%
TOTAL	\$820,622	100.0%

Expenses



Human Resources	\$648,622	78.2%
Occupancy	\$67,953	8.2%
Information Technology	\$46,513	5.6%
Special Projects (KFL&A + Victims' Week)	\$18,460	2.2%
Miscellaneous	\$48,263	5.8%
TOTAL	\$829,811	100.0%



THANKS TO OUR ONGOING PARTNERS AND SUPPORTERS

